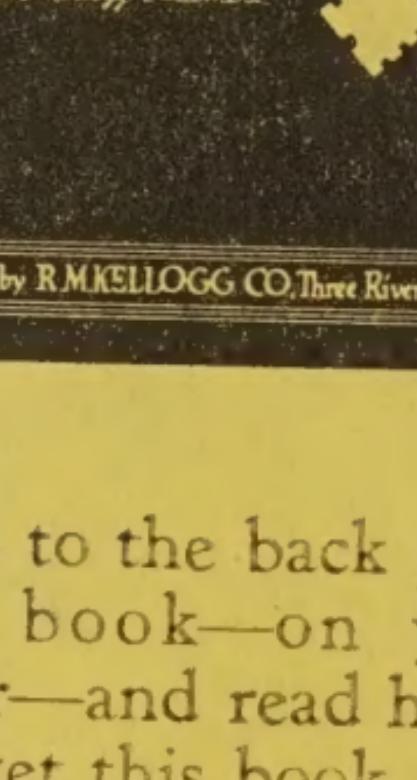


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Do not assume content reflects current scientific knowledge, policies, or practices.

THE KEY TO A BEAUTIFUL GARDEN

By H. C. Hottes



Written Especially
for Kellogg Customers

Published by R. M. KELLOGG CO., Three Rivers, Michigan

Turn to the back page of this book—on yellow paper—and read how you can get this book.

Free!

\$1.00

Value

The book that reads like a garden story. Ideal to give you your general garden information. 80 "How-To-Do" pages on gardening. This famous book gives clear instructions for planting, starting and maintaining a beautiful garden. Truly helpful information on flowers, shrubs, trees. "The Key to a Beautiful Garden" is not a catalog, but an 80 page garden manual, prepared by national expert H. C. Hottes. Gives all the answers clearly. Dozens of illustrations serve as guides to make you successful from the start. This useful book unlocks hidden garden treasures.

"The Key to a Beautiful Garden" can be yours at no extra cost if you order the fine, large volume on the back. It is our special premium to you. Read how you can get it. See back cover.

62.41

La Victoire

B.M.

Kellogg's

LIBRARY RECEIPT
ALL 25 1949

FAMOUS FLOWERS & How to Grow Them

U.S. Department of Agriculture

FALL 1949

Hyacinths

Springtime's Sweetest Flowers:

Particularly refreshing in the garden, border, or under shrubbery, because they bloom so early. These are extra fine varieties; well-shaped spikes, large bells. Bulbs 15-16 centimeters. Grow up to 10 inches high.

QUEEN OF THE BLUES. Like dainty sky-blue porcelain.

LA VICTOIRE. (Left.) Glorious dashing red. A very stimulating color.

QUEEN OF THE WHITES. As pure as the driven snow.

CITY OF HAARLEM. Glorious golden yellow. (Picture lower left.)

PINK PEARL. A sweet, sweet color, and oh, so dainty!

GRAND MASTER. (Below.) Rich royal blue, a wonderful hue.

PRICES: 2 for 85c; 4 for \$1.35; 6 for \$1.84; 12 for \$3.27; 18 for \$4.69.

Special!

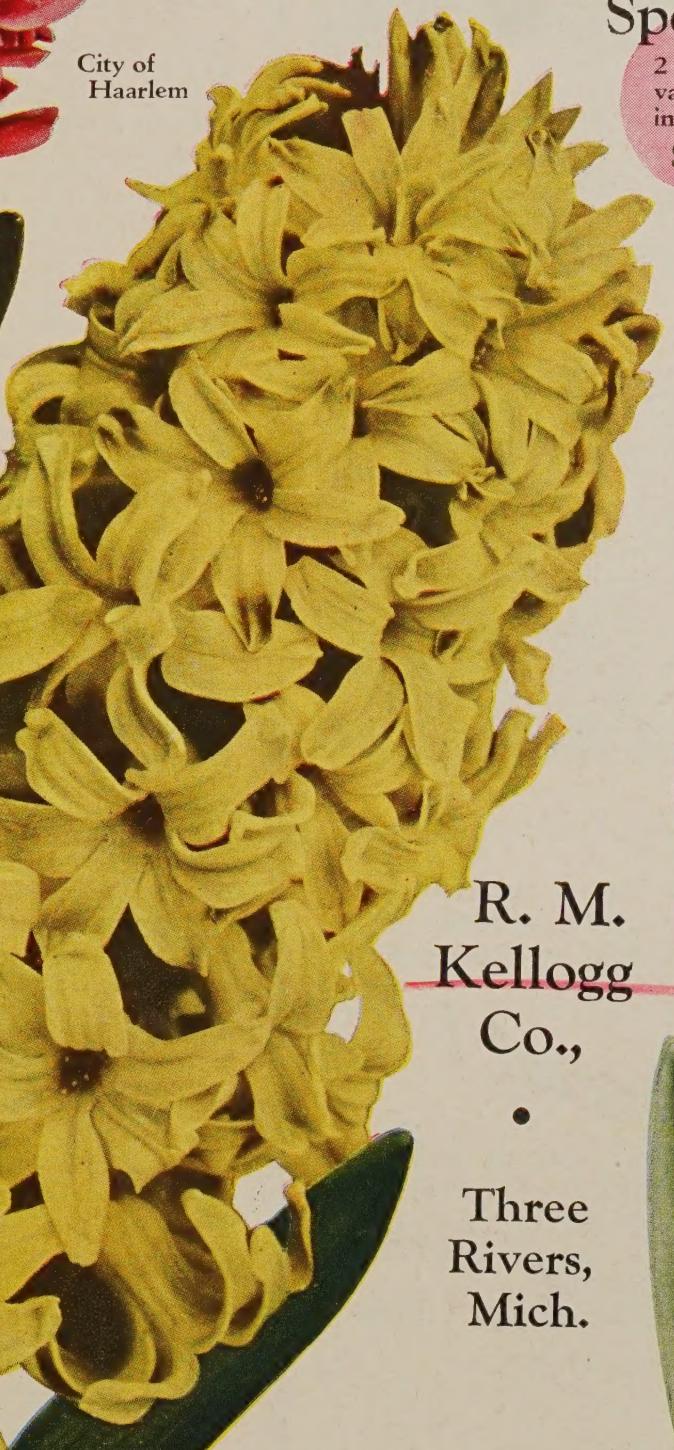
2 of each variety—12 in all, only
\$3.15

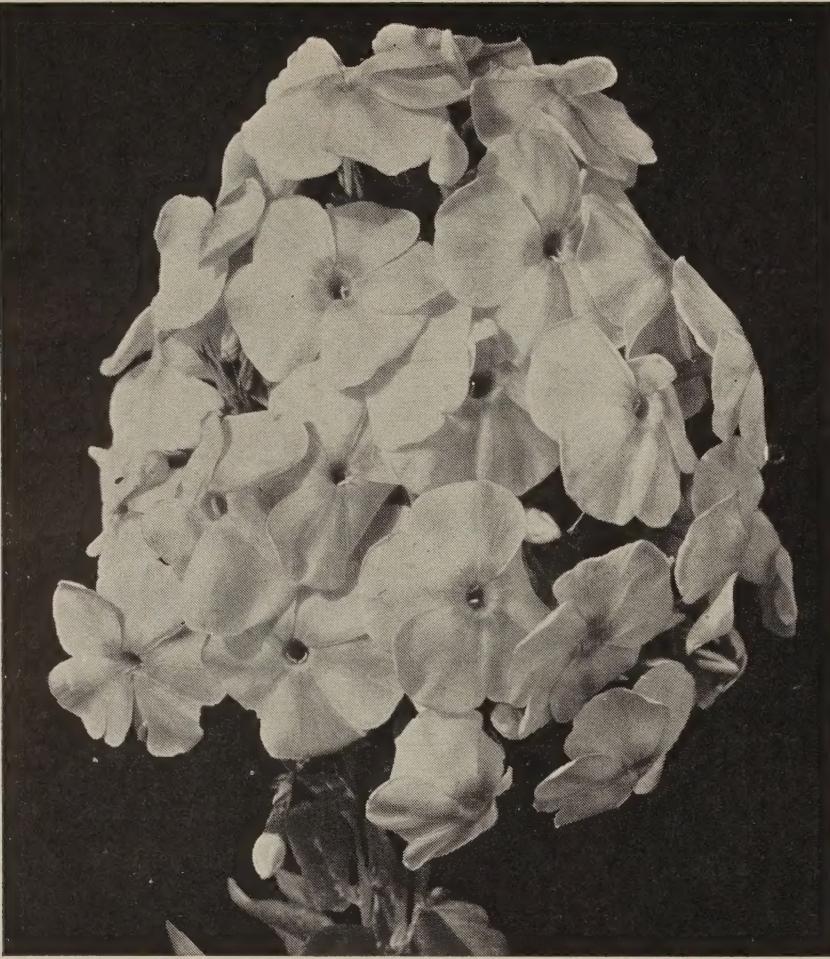
City of Haarlem

Grand Master

R. M.
Kellogg
Co.,

•
Three
Rivers,
Mich.





Kellogg's

Tip Top Ten Hardy Phlox

Ten varieties, carefully selected. Nowhere will you find better ones. Will color your garden from August to late autumn.

MARY LOUISE. Pure white, like newly fallen snow. The favorite of all whites.

BLUETTE. Shades of blue and rose magically intermingled. Unusually large florets. Vigor, productiveness, well filled, symmetrical heads.

CAROLYN VANDENBURG. The outstanding dark blue Phlox, not only because of its color; but it is extra large, healthy, vigorous, and productive. The nearest to a real blue.

BRIGHT EYES. No other red Phlox has the beautiful large florets and dancing dark eyes of Bright Eyes, and none has quite its brilliance. Gorgeous in mass displays. Healthy; vigorous; huge florets.

PINKETTE. Exceedingly delicate pink, like soft-shed light. Dainty, yet strong. Lustrous sea-green foliage. Healthy.

AFRICA. Amazing dark carmine-red, so mysteriously beautiful that it seems to belong to another world. Strong, vigorous grower, healthy and hardy; easy to grow.

DAILY SKETCH. Outstanding feature: extra large florets, $1\frac{1}{2}$ inches across, or more. Clear, beautiful pink with small carmine eye. Does not fade. Very long blooming; starts in July and continues until frost.

LILLIAN. The famous blue-eyed Phlox; rest of flower beautiful salmon-pink. Very compact flower heads, with beautifully shaped florets. Very robust, plenty of vitality. Often 12 to 15 flower spikes per plant.

SALMON GLOW. A beautiful deep salmon-pink. Eye, deep carmine. Well filled, stately heads. Healthy, strong foliage.

POLKA DOT. Petals have a very slight pinkish tinge with glorious fuchsia-colored eye. Beautifully shaped; extra large, overlapping florets.

PRICES, Field-Grown Plants:

1 for \$0.57	6 for \$2.55
2 for 1.00	8 for 3.35
3 for 1.35	10 for 4.15
4 for 1.75	20 for 8.00

Special!

One of each variety in the Tip Top Ten group for **\$3.99**

2 Collections,
20 plants, for **\$7.50**

How to Grow Them

By S. F. Beatty, and Nursery Staff

We have made these instructions as complete as possible, but naturally some questions will occur to you to which you will not find the answers.

If you do not find the exact information you want in this book, write us any time within four months, and we will gladly give you the information you need.

Should you send us an order for planting stock, your free consultation service is extended for one year from the time of shipment. And now

Meet Mr. X — The Man with the Beautiful Garden

In our town, there's a man whose garden is the envy of all others. His Roses are always more beautiful, his Delphiniums more tall, stately, and exquisitely colored, his "Mums" a brilliant, dazzling autumn display, his perennial borders a sight to behold. And, when it comes to Tulips, Hyacinths, Crocuses and Daffodils, he has them all beat a "thousand ways from Sunday", as the saying goes.

People drive by just to gaze at his flowers. They walk by. They call him on the phone to ask about them; and in driving by, they have even had near accidents, because that beautiful garden was so fascinating.

Yet his soil is no better than that of others in our town, his climate is surely the same, and he has no more real gardening ability than they have. He simply follows the few easy rules, and it takes so little more of his time and energy than these others spend, that it is amazing that he is so far ahead of them, astounding that they don't catch on and have a garden as outstanding as his instead of being mere admirers. Oh yes, there are other good gardens, but they are not as good as Mr. X's garden.

One thing he does do is to buy planting stock carefully, a most important thing. Some of the others, particularly those who can be classed as failures, are those who seek the bargains. Here's an advertisement with a guaranty. It says: "100 fine Tulip bulbs for \$____," and the price is so ridiculously low that it should immediately breed suspicion.

Yet the ad is cleverly written, and out go the checks and money orders. And in due time here come the bulbs. They're healthy, yes, because most states have adequate nursery inspection, but my, what mammoth bulbs they are! We wish you could see them! Our tongue is in our cheek, of course, when we say that.

"Surely", the man says, "Those bulbs will not bloom this year," and he is right, because after all a Tulip, Hyacinth or Narcissus bulb is nothing more than a little protective home which houses inside a complete though miniature flowering plant. And, if that bulb is only marble-sized, how in the name of common sense can it hold a plant of any vigor? Remember now, that plant must, in the spring, push its way first out of the bulb, and then up through the soil to the open air and sunshine that will make it grow; a really considerable task.

Further, the planting rule for bulbs is that the depth must be approximately four to five times the diameter of the bulb. A three-quarter inch

bulb (the bargain nursery would call it a two-and-a-quarter inch, because they talk of circumference) would then be placed only three inches deep in the soil. What about those cold, freezing winter days ahead? A one-and-one-half inch diameter bulb would be planted six to seven inches deep. Now which bulb has the best chance for survival, the little three-quarter inch fellow which is placed three inches underground, or the big sturdy one-and-a-half incher at six inches deep?

Only one answer: The ground will heave during most any winter to a depth of three inches, and that heaving is going to tear and pull at that poor little bulb until it gives up its tiny ghost, and there is nothing to come up next spring.

But that sturdy one-and-a-half incher, he's six inches deep, and it takes a pretty tough—yes, very tough—winter to heave the soil that far down. So, in addition to having more vitality to begin with, that big fellow is molested less; and here he comes in the spring, gay and beautiful, with a handsome bouquet of flowers for you.

So . . . here's the first requirement for a gay spring garden. Plant only the best bulbs from the best nurseries. These nurseries will furnish you with bulbs of real blooming size when they say, "Blooming size."

Note:—Many of you will wonder immediately after reading the foregoing chapter: What about Scilla, Chionodoxa and other small bulbs, which should be planted shallowly according to the rule. In the first place, these bulbs are planted to a deeper depth proportionate to their diameter than Tulips, Hyacinths and Narcissi; and in the second place, they seem to have their own peculiar mechanism for survival. See scale on page 31.

(Continued on page 5)

← 2½-Inch Tulip Bulb

2½ inches sound big; but here's what a 2½-inch bulb will look like. Rather small, isn't it? And wouldn't you be disappointed to receive bulbs like it? Not much chance for bloom for several years.

← 4 to 4½-Inch Bulb

This is a 4 to 4½-inch bulb. We show it, because a few varieties of Tulips produce bulbs this size rather than the larger size shown below. Most Cottage varieties are about this size. It is otherwise known as a 10 to 11 cm. bulb.

← 4½ to 5-Inch Bulb

This is a 4½ to 5-inch bulb (11 to 12 cm.), the best size for most Tulips, such as the Darwin varieties. In buying bulbs, remember that diameter is approximately 1/3 of circumference for a round object. Bulbs being slightly flattened may look larger than that.



We furnish the two larger sizes shown

(How-to-Grow Index—page 22.)

100 Crocus \$3.60

You will love them for the utter charm with which they poke their tender heads from the ground. Brilliant mixtures of colors: they look so pretty on your lawn or under shrubbery.

PRICES

20 for	\$1.00
25 for	1.20
50 for	2.00
75 for	2.80
100 for	3.60



Crocus

Blue Chionodoxa

A beautiful blue display almost before the snow has left the ground. Spikes about 10 to 12 inches high. Plant in groups closely; and they'll cross themselves, drop their seeds and produce a wonderful effect in the future. PRICES: 20 for \$1.00; 25 for \$1.20; 50 for \$2.00; 75 for \$2.80; 100 for \$3.60.



Chionodoxa



Wedgewood Dutch Iris

Scilla Campanulata

(Not illustrated.) Beautiful bell-shaped flowers of bright, cheerful colors. Bloom very early in the spring. Fine for lawn planting. Three colors: pink, white, or blue; your choice. PRICES: 18 for \$1.00; 25 for \$1.40; 50 for \$2.34; 75 for \$3.27; 100 for \$4.20. (100 Mixed, \$3.85.)

Wedgewood Dutch Iris

Expensive-looking, like Orchids. Nice corsages. About 14 inches high. Color lilac-purple. Early. PRICES: 2 for 25c; 4 for 40c; 6 for 54c; 12 for \$1.00; 24 for \$1.80.

Special! 16 for \$1.00
DUTCH IRIS MIXTURE. Various colors, including at least 2 Wedgewood. Other colors, our choice.

See
pages
26-27

Heavenly Blue Grape Hyacinths

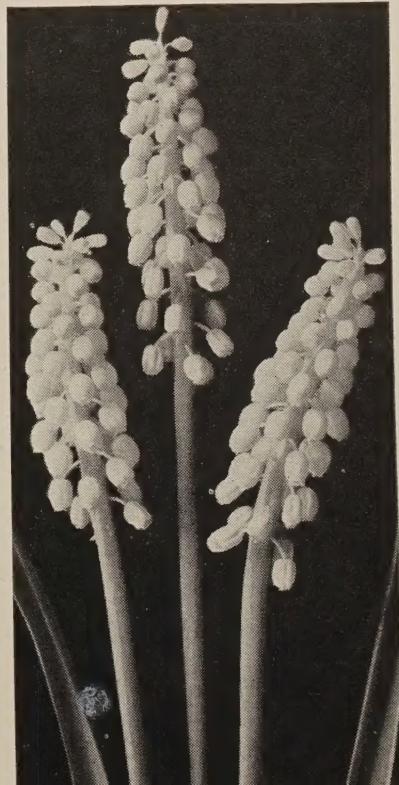
(Illustrated at right)

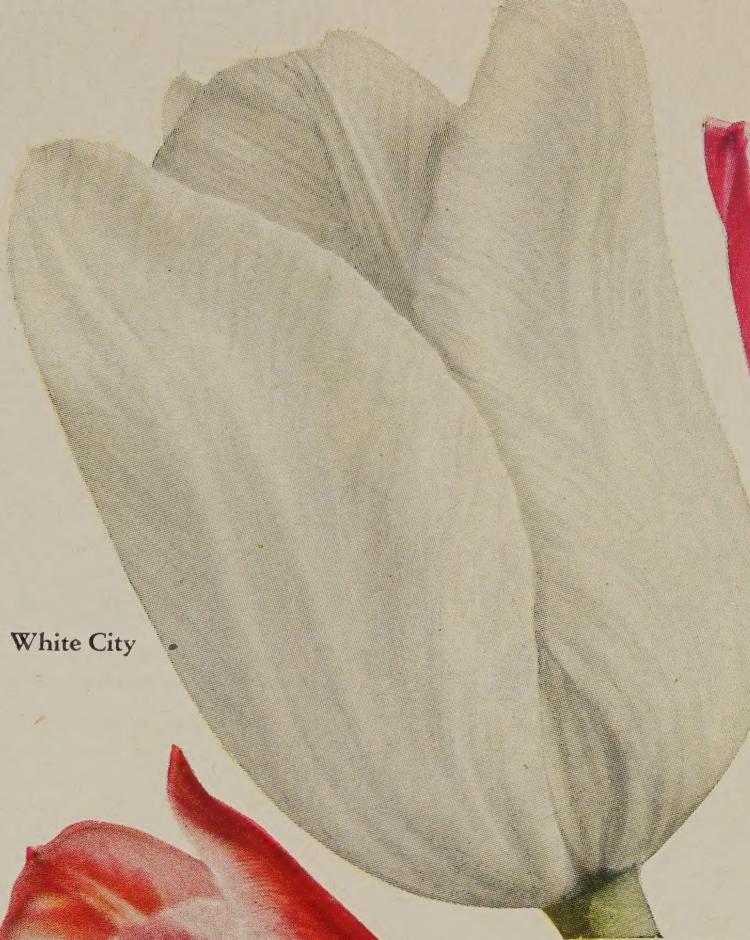
Early spring flower, for garden, lawn or shrubbery. PRICES: 6 for 36c; 12 for 64c; 20 for \$1.00; 25 for \$1.20; 50 for \$2.00; 100 for \$3.60.

Snowdrops

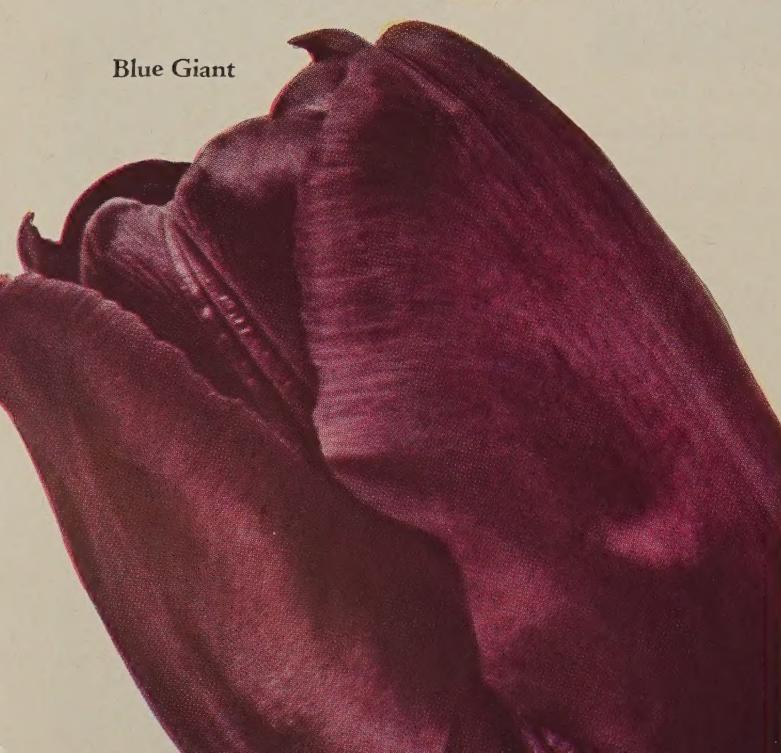
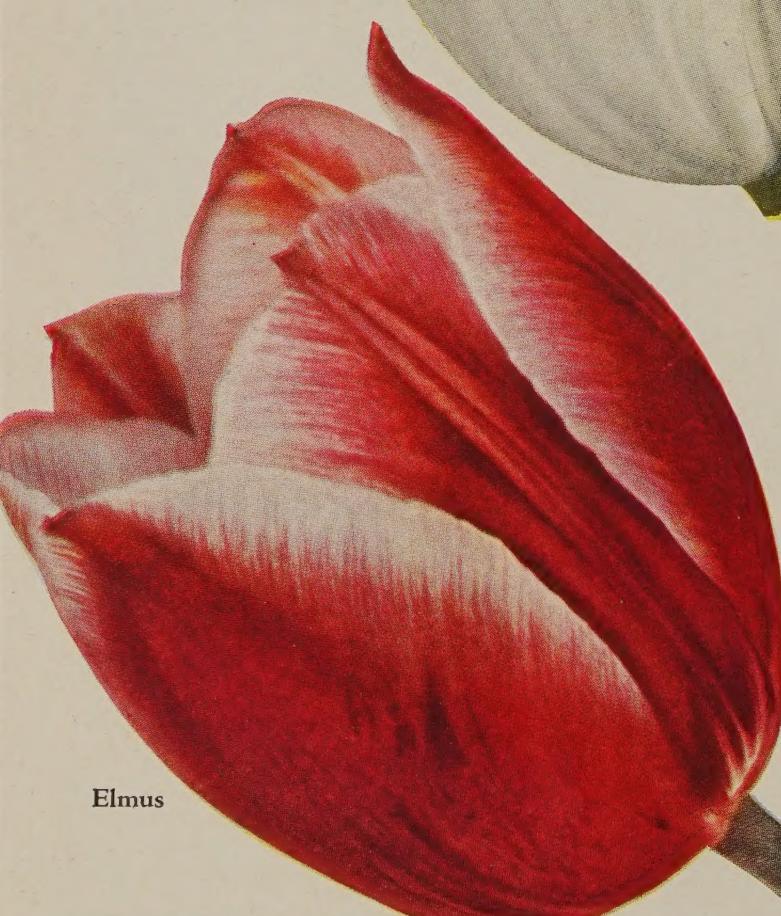
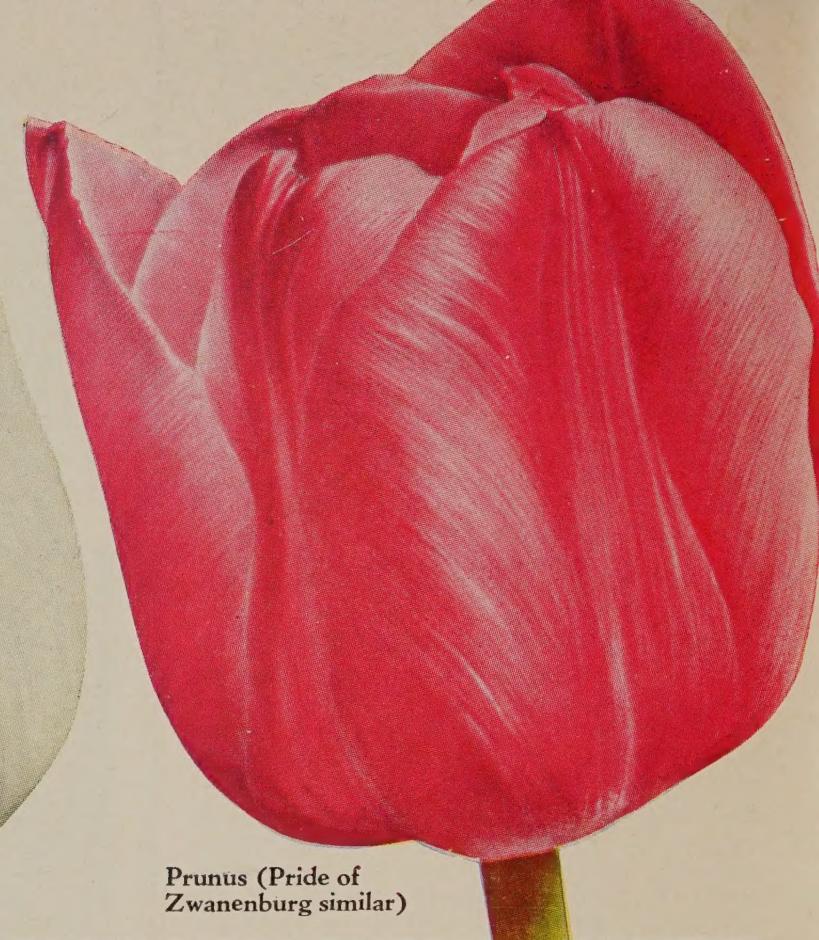
Lovely white pearls; earliest of all. PRICES: 8 for \$1.00; 15 for \$1.50; 30 for \$2.65; 50 for \$3.67; 100 for \$6.60.

R. M. Kellogg Company
Three Rivers, Mich.





White City



Kellogg's Land o' the Rainbows Tulips

If you like the latest flowers in your garden, order these Tulips. Brilliant!!!

BLUE GIANT. (Lower left.) Large Darwin. Nearly blue-violet. 28 inches. Midseason.

CAMPFIRE. (Below, right.) Darwin. Well named—flaming red, the kind you love so well.

CORDELL HULL. (Right.) Rembrandt. Tall, strong, beautiful. Like a pretty red and white flame.

ELMUS. (Left.) Large Triumph. Beautiful cherry-red, narrow, creamy white edge.

KING MIDAS. (Right, above.) Large Cottage. Pretty lemon-yellow. 28 inches.

PRIDE OF ZWANENBURG. Like Prunus above, but more radiant. Huge. 32 inches.

PRUNUS. (Above.) Large Darwin. Adorable clear pink of unusual hue.

WHITE CITY. (Above, left.) Large Cottage. Beautiful clear white. 30 inches. Early.

You should have the following varieties, though not shown:

BLACK GIRL. Darwin. Sparkling like Burgundy wine. Let it bring out the scintillating brightness of your yellows and pinks by waving its darkly mysterious beauty between them.

DILLENBURG. Darwin. Beautiful golden yellow, edged with apricot.

RHINELAND. Darwin. Bright crimson-red, edged with yellow.

CHARLES NEEDHAM. Large Darwin. Beautiful flaming scarlet. Petals bordered lovely yellow. Grows 24 inches. Midseason.

PRICES

Large 11-12 cm. Bulbs	
2 for \$0.40	18 for \$2.20
4 for .63	24 for 2.88
6 for .85	50 for 5.69
8 for 1.00	100 for 11.32
12 for 1.53	

Bargain! 56
for
\$6.98

You get 4 each of the Land O' Rainbows varieties plus 8 Red Emperor, total 56 bulbs valued regularly at \$9.60. See page 8 for Red Emperor.

How to Grow Them

Tulips, Narcissi, Hyacinths

Kind of Soil Required

Tulips, Hyacinths, Narcissi require little pampering and will get along in most any soil, **providing it is well-drained**. That is the big essential. Some say that they like a rich, sandy loam, but most any soil will do with drainage.

By well-drained soil, we do not mean soil which allows the water to run off readily at the surface. We do mean soil into which the water seeps readily. The soil should be porous, and the water should enter the ground. In other words, you should have sub-surface drainage.

You will find full instructions for providing drainage in the following section.

Soil Preparation and Drainage

Some people will argue that Tulips and other Dutch bulbs are easy to plant, and that is true; yet there are few flowers that will not yield big dividends from extra care at planting time, and these are no exceptions.

If you want Tulips, Hyacinths and Narcissi that will bring forth exclamations of delight from your friends, prepare your soil well. It is easy to do, and well worth the effort.

But, where water stands on the surface any length of time after a rainfall, you should provide drainage. **This is important, as the bulbs will quickly rot if they are planted in a wet or soggy spot.**

Simply dig a trench for the bulbs about 4 or 5 inches deeper than planned for planting depth. Then fill the trench up with clean, loose sand, until the level of the sand is proper planting depth below the normal surface of the soil. If you do not have the clean, loose sand, very fine gravel or cinders can be used. Peat moss is forbidden.

Proper planting depth is 4 to 5 times the diameter of the bulb, if you have a normal soil. If your soil is heavy, e. g. clay-like, do not plant more than 4 times the diameter. See scale, p. 31.

And while you are at it, you might as well also provide another important factor: fertility. After digging the trench, add a layer of good fertilizing material, such as well-rotted stable manure. Next, on top of the fertilizer, add a layer of sand or other separating material, and then set your bulbs on top of the sand.

The old reliable stable manure is one of the best of fertilizers, but it must not be placed next to the bulbs; hence this method is particularly im-

(Continued on page 6)



**FREE
\$1.00
Value -**

See
pages
26-27



R. M. Kellogg Co.
Three Rivers,
Mich.

Campfire



Beautiful Black Girl Tulip Collection

36 Bulbs \$2.99

For striking effect, plant Black Girl Tulips with bright yellows, pinks, and whites. Here's a group that will do it, at low cost. 36 fine bulbs, including 12 Black Girl; the others: 8 each of white, yellow, and pink, our choice. This way we can save you money. You get

All 36 for only \$2.99

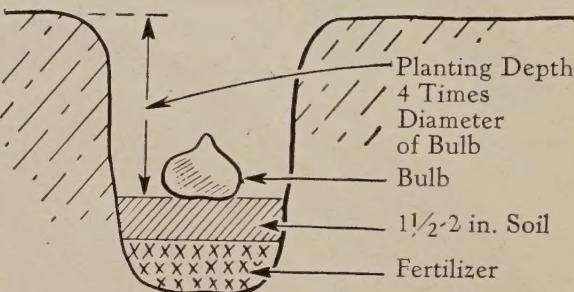
How to Grow Them

portant when stable manure or other animal fertilizers are used. Spread it about 2 inches deep.

In any event, do not use fresh stable manure, as it will generate heat which will severely damage the bulbs, in spite of being separated from them by the sand. Let's emphasize this again: Do not use fresh manure in the trench.

How does the fertilizer benefit the bulbs under such circumstances? Answer: The feeder roots of the bulb go down through the sand, reaching into the fertilizer after passing through the separating layer. Then it will not do any damage, but will serve as a well-balanced ration for the bulb. Really, we recommend this method of using fertilizer in the trench in any event, as Dutch bulbs always respond beautifully to this extra feeding.

If, however, you really feel that your soil has an abundance of fertility, and if it is well-drained soil, you need not go to the bother of using a foreign material for drainage. Simply spade your soil, and work it thoroughly to a depth of about 12 inches, then put part of the soil back in the trench, set your bulbs, and fill in with the rest of the soil.



This drawing shows four things: (1) How to supply drainage as described on page 5; (2) How to separate fertilizer from the bulbs when animal fertilizer is used in the trench; (3) How to set the bulb upright in the trench, and (4) Proper planting depth. Note that depth is governed by bulb size. Bulb size will vary somewhat. A good rule: Planting depth—four times diameter of largest bulb.

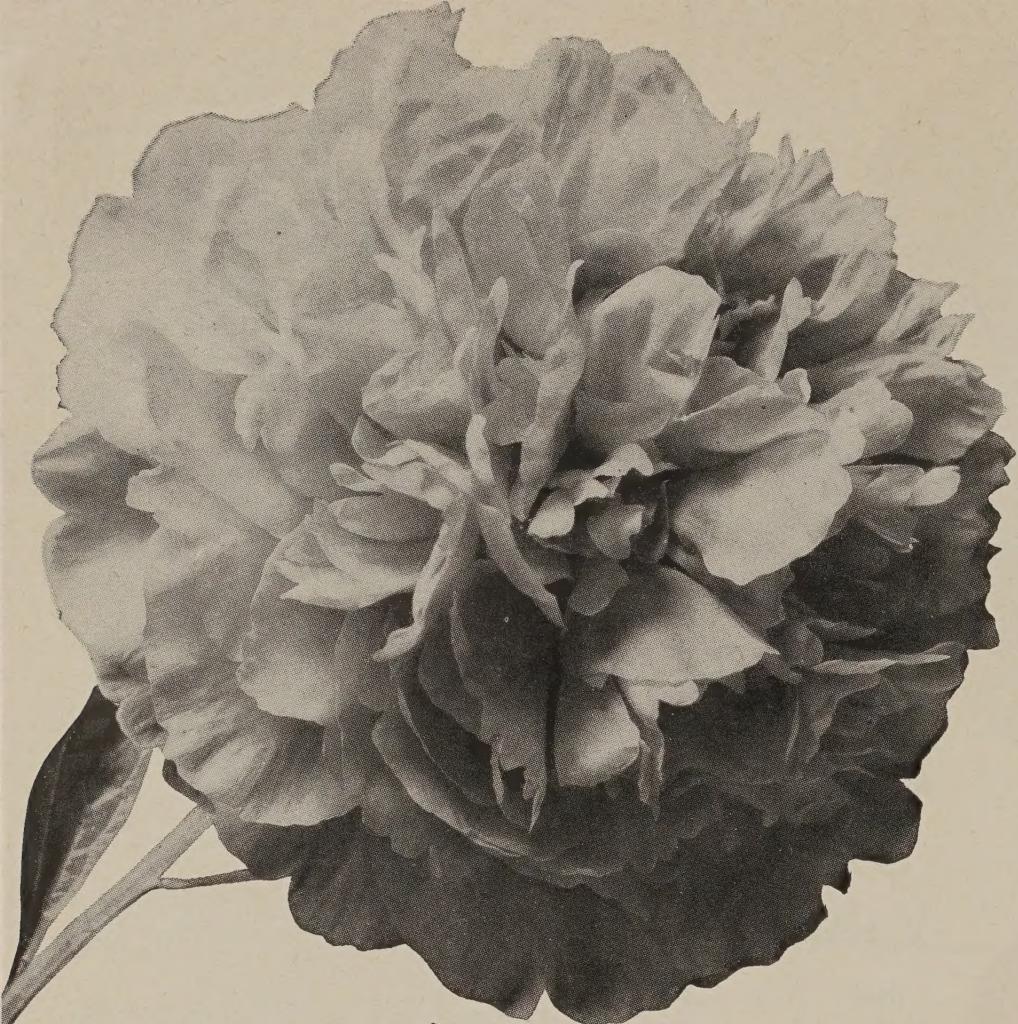
Note:—You will observe our emphasis on well-rotted stable manure as a good fertilizer, but sometimes it simply cannot be obtained. In that case, slow-acting commercial fertilizers can be used, and these can be mixed directly into the soil. Coarse bone meal is best for fall use, and can be used in this manner, 3 to 5 lbs. per 100 square feet of soil.

In case of really heavy soils, like clay, go even deeper, perhaps 6 or 8 inches deeper than the bulb is to be set. But before laying down your layer of fertilizer, first put down a layer of your loose sand or other porous material. This can be 2 to 3 inches deep. Then add your fertilizer, then another layer of sand, and then your bulb.

Why is this done? In the first place, it is done to give the extra drainage, but if the fertilizer were put on the very bottom of the trench, it would be too far from the bulb, hence you first fill up the bottom of the trench with loose sand.

Fertilizing After Planting

Fertilizing at the time of planting is so much a part of soil preparation that it has already been discussed. Now you will want to know whether or not you must fertilize after planting, and how. Usually the answer is "no", if you have fertilized at planting time. But if you were unable to fertilize at the actual time of planting, the next best



Kellogg's

Peonies

Huge Bombshells of Bursting Beauty

It would be hard to improve this list of Peonies, unless we offered you varieties at \$5.00 and \$10.00 per root. Even then you wouldn't have any more beauty than you get with these.

SARAH BERNHARDT. Like a big fluffy ball of chiffon, but prettier. Apple-blossom pink in shade. Semi-rose type, strong grower. Free bloomer. Midseason. Fine for cutting. **PRICES:** 1 for \$1.75; 2 for \$3.40.

LA LORRAINE. Dreamy, creamy white, blushing to flesh-pink near center; with a saffron glow of buried stamens. Globular shape; strong, tall stems. A fine rival for Le Cygne and Solange. Blooms abundantly and dependably. **PRICES:** 1 for \$1.75; 2 for \$3.40.

SOLANGE. Large, compact rose type blending delicate waxy white, golden buff, and delicate orange. It glows and shimmers. Free bloomer. Late. **PRICES:** 1 for \$1.25; 2 for \$2.40.

KELWAY'S GLORIOUS. You will love the creamy white of this amazing Peony, its mammoth rose-type flowers, and its delightful fragrance. Midseason. **PRICES:** 1 for \$2.50; 2 for \$4.90.

FESTIVA MAXIMA. A magnificent Peony, lusty in size, but dainty. Double, pure white flowers, crimson-marked in the center. Strong grower. Midseason. **PRICES:** 1 for \$1.00; 2 for \$1.90.

MONSIEUR JULES ELIE. Huge, but oh, so delicate! Flowers are a beautiful satiny pink, and resemble mammoth hothouse Chrysanthemums; just as beautiful. Very early. Tall, strong. Long lasting. Outstanding for cutting. **PRICES:** 1 for \$1.75; 2 for \$3.40.

method is to apply well-rotted stable manure on top of the ground after the bulbs are planted. Then the leachings from the manure will be carried down into the soil by the rains, melting snows and by the water from your garden hose. If your soil is porous, as it should be, the bulbs will get a great amount of benefit from these leachings.

This is one place where fresh stable manure can be used, and if you can obtain only the fresh kind, then by all means put off your fertilizing until after the bulbs have been planted. The manure is so well separated from the bulbs, and so well exposed to the open air, that it cannot possibly burn them.

Other manures that can be used in this manner are cow, sheep and pig manure; and if these manures are pure—that is, not mixed with any strawy material—you should undertake also to mulch at the same time.

With coarse stable manure, or other manure that is well supplied with straw or other bedding from the animal pens, you are mulching at the same time that you fertilize. This type of fertilizing should be done after the first freeze in the fall.

WARNING! Many of you will find chicken manure available, but we warn definitely against it. In spite of all admonitions, most people use chicken manure too heavily, and burn their bulbs. It is exceedingly rich in nitrogen, and dangerous.

But, if you must use chicken manure, first prepare it in the following manner: First, lay down a layer of dry earth about two inches thick, then a thin layer of chicken manure, another two-inch layer of dry earth, another thin layer of chicken manure, and so on until you have a pile of sufficient depth that it can be forked and turned. Fork it and turn it soon after it is prepared, then at intervals of at least a month, and continue for about one year before you use the manure at all, and then use sparingly—yes, sparingly!

There are also many good commercial fertilizers that can be applied after planting, but these should not be applied until spring; reason: too rapid in their action for fall use. The best time to use commercial fertilizer is after the foliage comes up, but well before the bloom appears. You are then able to keep away from the foliage in applying the fertilizer, and since it is quick-acting, it will have plenty of time to reach the bulbs and benefit your flowers.

Good dealers usually have the best formulas on hand for your locality, and you can usually rely on their advice.

If the dealer seems at all in doubt, however, ask for a fertilizer of about 4-8-4 formula. This is only moderately rich in nitrogen, and has ample phosphorous and potash. The phosphorous will develop a good root system; the potash will develop the stems; and both together will benefit the flowers.

The reason for avoiding fertilizers too rich in nitrogen is that it promotes too much foliage, at the expense of the flowers. If in great over-supply, as in chicken manure, it will also burn the bulbs or foliage.

Most commercial fertilizers are well-balanced, and you can rely upon them applied in the spring as directed above. Again we say, rely on a good dealer who knows. Or, if your state has county agents, call on yours and ask for advice.

(Continued on page 8)

Extra
Values
See
pages
26-27.

Special!

6 for \$7.75

1 Inspecteur La-	
vergne	\$1.75
1 La Lorraine ..	1.75
1 Therese	1.75
1 Festiva Maxima	1.00
1 Karl Rosenfield	1.00
1 Sarah Bernhardt	1.75

Total Value, \$9.00

SPECIAL PRICE\$7.75

If short of any of the above,
we substitute others of equal or
greater value.

THERESE. The bewitching "glamour girl" of pink Peonies; shades of lilac-rose and lilac-white glimmer and shine with delightful effect. Strong grower. Free bloomer. Midseason. Delightfully fragrant. PRICES: 1 for \$1.75; 2 for \$3.40.

WALTER FAXON. A beautiful blushing and amazing perfumed flower, luminous coral-pink, lighter at the petal ends. Delightfully fragrant. Midseason. PRICES: 1 for \$1.75; 2 for \$3.40.

REINE HORTENSE. Color: beautiful over-all hydrangea-pink. Guard and center petals touched with crimson. A fine show variety. Tall, long, stiff stems. Mildly fragrant. Midseason. PRICES: 1 for \$1.75; 2 for \$3.40.

LAURA DESSERT. A pretty, blushing Anemone type; white guard petals suffused with pink, and decorated beautifully with light cream and canary-yellow center. Very lovely. Early. PRICES: 1 for \$1.75; 2 for \$3.40.

INSPECTEUR LAVERGNE. This one is for lovers of red. It is a rich, vivid crimson in coloring and a crimson that is unusually pure and clear. Shape: globular. Midseason. A fine addition to the aristocrats. PRICES: 1 for \$1.75; 2 for \$3.40.

KARL ROSENFIELD. Intensely red. One of the most beautiful and striking Peonies known; pure and rich coloring. Large, globular, semi-rose type. Vigorous, tall, free flowering. Early. PRICES: 1 for \$1.00; 2 for \$1.90.

R. M. Kellogg Company
Three Rivers, Michigan

Kellogg's Dream O' Beauty Tulip Collection includes City of Haarlem. See Back Cover, p. 32.

A Fine Offer is on p. 27.

City of Haarlem

Amazingly beautiful; fiery cardinal-red. Decidedly the outstanding variety of all. Flowers immense with large blue-black base edged with white. One of the most amazingly beautiful reds ever known. About 21 inches. (Darwin.)

PRICES: 2 for 45c; 4 for 72c; 6 for \$1.00; 12 for \$1.80; 18 for \$2.60; 24 for \$3.40.

NOTE: You get 12 City of Haarlem in the Kellogg's Dream O' Beauty Tulip Collection on back cover.

Note: 8 Red Emperor are included in Land O' the Rainbow bargain on page 4.

RED EMPEROR
Large, Botanical variety; blazing vermillion-scarlet.
18 in. **PRICES:**
3 for \$1.00 12 for \$2.75
4 for 1.20 18 for 3.90
6 for 1.60 24 for 5.00

Early! Early!
Early!
Red Emperor blooms with your Hyacinths.

Big! Big!
The Largest Tulip known.

Envy! Envy!
Red Emperor will arouse more envy and admiration for your garden than any other flower.

[8]

How to Grow Them

How to Plant

Once you have prepared your soil properly, and have provided proper drainage, the actual planting of the bulbs is simple. The only warning is: Do not throw the bulbs into the trench haphazardly. There is a top and bottom to each bulb, and they should always be planted bottoms down.

Therefore, set each bulb in the trench individually, and if necessary, press it slightly into the soil so that it will remain in position. The small pointed end of the bulb is the top. See picture on page 6.

Next, fill in the trench with the earth that you have taken out. Leave a slight mound, as the ground will in time settle, and you will have a hollow if you do not.

Also, after you have filled in, press the soil firmly to get away from any air pockets. In fact, it might be advisable to fill in about half of the dirt, then firm the soil with your feet, then fill in the rest. Few things are more dangerous than these air pockets, as they allow the bulbs to dry out; therefore, this firming of the soil is important.

Time to Plant

It is impossible to say that your bulbs should be planted on any certain date, or in any certain week, in any particular part of the country, but naturally they are planted later in the southern states than in the northern states. In the northern states, you do have to plant ahead of freezing, because planting would be very difficult after a frozen crust has formed. You could break through the crust, and plant with good results, but who wants to go to that much labor?

Actually, bulbs can usually be planted soon after you receive them from the nursery. Some will argue that you should plant as late as possible to avoid mice; but before the ground freezes, mice will find plenty of other tidbits that are much easier to get at than your Tulip bulbs, after they are planted. Then after the ground freezes, they will have even more difficulty, and anyway they will always seek a new inside home after the first freeze, and cease to be a hazard.

They are a risk where mole runways are present, because the runways often give them a nice easy subway through which they can travel to the bulbs. They are also dangerous if you mulch too early, for then the mulching makes a nice cozy home for them, at the same time that it protects your ground from freezing; and with other food made unavailable to them by freezing, they may be able to reach your bulbs. Mulch after the first freezing, and mice will seldom bother.

Some claim that moles eat bulbs, and some say that they do not. In any event, they can make things easy for the mice, as above outlined; and if their runways run among the bulbs, they may cause drying out with consequent casualties.

The one good reason that we might give against too early planting of bulbs is that warm fall weather and warm fall rains may start growth. In such conditions, they will not come through the winter nearly as well as in a dormant condition. Actually, a good time to plant is about three or four weeks ahead of the first expected freeze.

Gophers and squirrels may also at times bother Tulip bulbs, but the same controls apply to them as to moles and mice.

(Continued on page 10)

(How-to-Grow Index—page 22.)



New

Happy Hunting Ground Tulips

These are all beautiful colored Breeder varieties, with the characteristic metallic beauty of Breeders. Six varieties with Indian names as follows:

CHAPPAQUA. Violet-rose, edged with carmine.

DELAWARE. Light magenta-red, edged with bronze-orange.

MANITOU. Carmine, edged with orange.

PONTIAC. Mahogany, shaded golden yellow.

SAGINAW. Deep magenta-red, edged orange.

WINNETOU. Magenta-red, edged with bronze.

PRICES, 11-12 cm. Bulbs:
2 for 70c; 4 for \$1.12; 6 for \$1.53;
12 for \$2.75; 18 for \$3.90; 24 for \$5.00.

2 of each, 12 in all.
Total Value, \$4.20.

SPECIAL PRICE \$2.65

Tall

They'll stand
high, more
ways than
one.

Mt.
Tacoma

See
Special
Below,
Left.

Extra
Plants
See p. 27

Kellogg's

These are TALL GROWING varieties—no dwarfs—and they really look like gorgeous Peonies. Immense flowers, 5 to 6 inches across. Midseason; bloom with the Darwins.

EROS. A fluffy pink beauty that you'll adore.

COXA. Brilliant red, your favorite color.

BONANZA. Judging by the immense popularity of the two-toned Cordell Hull (pages 4-5), this carmine-red double, edged with yellow, is going to stampede our customers. Order yours early.

PRICES, Eros, Coxa and Bonanza:

2 for \$0.40	7 for \$1.00
4 for .63	12 for 1.53
6 for .85	18 for 2.20
24 for \$2.88	

TALL Double Tulips

MT. TACOMA. Fine, virgin white, sweet and pure.

SYMPHONIA. This is a double Pride of Haarlem—an excellent recommendation, we would say. Color: beautiful carmine-rose. All in all, a very striking beauty.

PRICES, Mt. Tacoma and Symphonia:

2 for \$0.50	6 for \$1.17
4 for .84	12 for 2.15
5 for 1.00	18 for 3.05
24 for \$3.95	

UNCLE TOM. Very dark, glittering red. An exotic beauty. **PRICES:** 2 for 80c; 4 for \$1.28; 6 for \$1.75; 12 for \$3.12; 18 for \$4.44; 24 for \$5.76.

Eros



See
Special
at Left.

Double Special!

Double Beauty

4 Eros	\$0.63	Special
4 Coxa63	Price
4 Bonanza63	
4 Mt. Tacoma ..	.84	
4 Symphonia ..	.84	
4 Uncle Tom ..	1.28	\$3.55
Total Value ..		\$4.85



Fall-Blooming Iris *Black Magic*

If you want to prolong summer's beauty into the fall, order these:

BLACK MAGIC. (Above.) A deep, mysterious, lustrous beauty. Lovely night-shade purple falls, slightly lighter at tips. Produces many flowers in September—more than some do in June. Prices below.

ULTRA. (Not shown.) Combination of dark and light blue. As good as Black Magic, but lighter in color. Prices below.

PRICES

1 for \$0.65	3 for \$1.65	6 for \$3.15
2 for 1.15	4 for 2.15	12 for 6.00

A Real
Fall Bloomer

Special!

Try both fall bloomers.

3 Black Magic	..\$1.65
3 Ultra	1.65
Total Value ..	\$3.30
SPECIAL PRICE	\$2.95

Spring Blooming Iris

Spring blooming favorites in a wealth of fine colors.

PINK SATIN. Lovely, rich pink. Graceful shape. Satin-like texture.

CALIFORNIA GOLD. Bright, glittering yellow. Many large flowers; perfect form.

CLARA NOYES. Exquisite Talisman Rose coloring. Rosy yellow standards, red-veined falls. Tall.

CHEERIO. Gay ruby-red falls. Soft rose standards flushed with yellow. Orange beard.

GUDRUN. Beautiful snow-white blooms. Lovely!

HYPATICA. It's blue! Beautiful blue!

JEAN CAYEUX. Unusually lovely. Rust-brown with coffee-brown falls.

NENE. Huge! The combination of delicate lilac standards and rich deep rose falls produces a soft reddish effect.

PRICES, Spring Blooming Iris:
Strong, vigorous, healthy plants.
1 for 50c; 2 for 87c; 3 for \$1.25;
4 for \$1.63; 5 for \$2.00; 6 for \$2.37;
12 for \$4.50.

Special!

Two each of the 8 varieties listed above, 16 rhizomes in all, total value \$6.96. Special Price \$5.95

How to Grow Them

Keeping Bulbs and Plants Until Ready to Set

You may receive your bulbs before you are ready to plant them, but keeping them is simple. Simply open the box or container, and put it in a cool, dark place, such as your basement. Also open the paper bags at the top, if your different varieties are so packed. Bulbs are not quickly perishable, and will be in just as good condition when you are ready to plant as they were when you received them.

It is especially likely that you will receive your bulbs early, if you order them along with perennial plants, which should be planted early. Naturally, neither you nor the nursery likes to divide your order. In case of your receiving a mixed shipment, you would plant the perennial plants at once, and could hold the bulbs until somewhat later.

Avoid storing the bulbs where air currents can get at them, to avoid drying out.

Planting Arrangements

Not all people like the same types of display in their gardens; hence, this little chapter. You may like to plant your Tulips, Hyacinths and Narcissi in beds. Others may prefer them in borders, and some may like to plant under shrubbery.

One of the nicest of all displays is the border. This can be made either in front of shrubbery, or to edge perennial plantings. Dig a trench following the proper line, and then set the bulbs as previously indicated. Borders give the effect of more display for your money than a bed can give.

Beds do present a variety of possibilities, however. You can have a round bed, solidly planted to Tulips all of one color, or you can have a main color, bordered with something different. That is a matter for individual taste. Many variations can be used, and many shapes for beds.

Under Shrubbery

And now, as to planting under shrubbery, we think that too many people overlook the fine possibilities for this method. There are two reasons for planting under shrubbery, as follows:

(1) Many people can find room for Tulips, Hyacinths and Narcissi by planting under shrubbery, who would not have room otherwise.

(2) The method is exceedingly beautiful, especially with Tulips.

Tulips, when planted under shrubbery, will bloom just about the time that the buds on your shrubs first develop their green, partly-opened leaves, and the effect of the Tulips waving their beautiful, brightly-colored heads among these delicate green color spots is wonderfully amazing. One sets off the other to a marvelous degree, and so we urge again: **Do not overlook the possibilities of under-shrubbery planting.**

Digging will do no injury to the shrubs, especially when they are well established, and when bulbs are set the proper distance from the shrubs. Plant them about 18 inches from the bases of the shrubs.

NATURALIZING: This is usually done only with the very small flowers, like Scilla, Chionodoxa, Snowdrops, Grape Hyacinths and others. With Tulips and Hyacinths, naturalizing in the lawn would interfere with mowing, and hence is never practiced. It is done occasionally with Nar-

cissi in spots where you want a wilderness effect, and do not mow the grass.

The method is simple. Simply dig a hole large enough and deep enough to set the bulb, place the bulb in the hole, fill up with dirt, replace sod, and that is all.

The best way to fertilize a naturalized planting is to apply fertilizer on top of the soil after planting. Apply in the fall if animal manure is used, and in the spring if commercial fertilizer.

With a little practice, you can often develop the ability to use a trowel, and with it cut out a conical piece of soil topped by a round disk of sod. You then put the bulb in the hole, and replace the cone, and there you are, all set for bloom in the spring.

Always try to avoid air pockets when planting. The hole should be big enough at the bottom to allow the bottom of the bulb to rest on soil, not on an airhole.

It is even advisable to make the hole larger at the bottom than at the top. You have then loosened the soil, and this loose soil makes a better home for the bulb.

In any event, in naturalizing, do not ever follow a pattern. Set the bulbs in a haphazard arrangement just as if they grew there of their own accord.

Others methods of naturalizing are to plant the bulbs around the bases of trees or stumps, or along old fences.

Cultivation and Watering

The nice thing about growing flowers from bulbs is that they do not require much hoeing or cultivation. In any event, do not hoe deeply. Just stir the very top layer of soil gently, and keep it loose.

The frequency of hoeing is determined by the frequency of rainfall or watering.

In watering, it is better to soak the ground thoroughly each time you water, and not water so often, rather than water only briefly at frequent intervals. These brief waterings will not soak into the ground far enough, but the heavy waterings will. They will reach a depth that will do the bulb some good.

Now allow time for the soil to dry sufficiently, then hoe. Usually you can hoe the next day. Some hoe as soon as a crust forms. Crusts should be kept broken up.

If you wait too long after watering, your bulbs will suffer from loss of moisture which will evaporate from the soil surface. Keeping the surface stirred and loose serves to prevent this evaporation.

Winter Care

Bulbs are very hardy, and often will come through the most severe winters without injury, but nevertheless it is advisable to give them protection.

(Continued on page 12)

Highest Quality Since 1869

From the very beginnings of our company 80 years ago, highest quality has been our supreme aim. Kellogg satisfies.



Fall-Blooming Miniature Iris

This group will bloom from early spring until fall. Note: One **spring-bloomer**, **Pigwiggen**, white, included to give full color range. The others bloom both spring and fall.

LIEUT. CHAVAGNAC. A lovely miniature. Blooms spring and fall, rich violet color.

PIGWIGGEN. Spring-blooming. So cunningly piggy-like that we named it Pigwiggen. Very clean, pure white coloring.

SOUTHLAND. Bright yellow, blooms abundantly in the fall. Taller than the others.

TAMPA. Rich wine-red; many flowers in early spring, also in fall.

PRICES

1 for \$0.57	4 for \$1.75
2 for 1.00	8 for 3.35
3 for 1.35	12 for 4.95

Special!

Two each of the above varieties—8 in all—
For Only **\$3.15**

Early Spring Miniatures

We send you 1 rhizome each of the following varieties: (1) Glee, soft yellow; (2) Fauntleroy, white, purple and yellow; (3) Black Bird, dark violet; (4) Rose Mist, soft, mauve-pink; (5) Snowcap, white.

PRICES, High-Grade Rhizomes: 5 for \$1.35; 10 for \$2.60; 20 for \$5.00.

R. M. Kellogg Co., Three Rivers, Mich.

Parrot Tulips

Blue Parrot

These brilliant fellows almost seem to swagger at their own rich display—but they are indeed beautiful, and have a right to be proud. You'll love their brightness and pomposity.

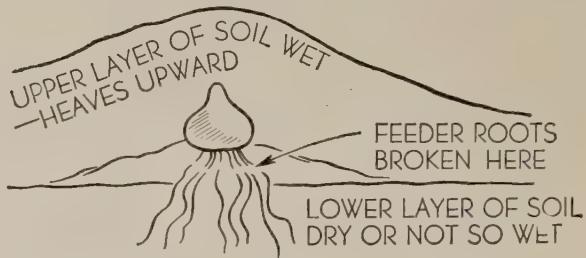
Blue Parrot

This is the most modest of all the Parrots. In fact, were it not for his gay ruffles, he could be called demure. The picture tells a lot about him, so why should we bore you with words. **PRICES:** 2 for 40c; 4 for 63c; 6 for 85c; 7 for \$1.00; 12 for \$1.53; 18 for \$2.20; 24 for \$2.88.

FREE . . .
Extra Plants. See page 27.

Red Champion

tection. The protection is not so much against sub-zero temperatures, but is done to prevent heaving of the soil. Heaving is caused by alternate freezing and thawing. See drawing below.



Why Mulching is Necessary

The above drawing, though exaggerated, shows how winter injury occurs. During mild periods melting snows or rains cause the top layer of soil to become wet, then a freezing period causes it to expand and heave upward as shown (water expands with freezing, as we all know). In the average winter this process will be repeated several times over with the result that the tender feeding roots are torn as shown in the drawing, and the damage is fatal. Often bulbs will be heaved completely out of the ground by continued repetition of this alternate freezing and thawing. Mulching prevents these severe alternations of temperature, and hence stops heaving.

The best materials are straw or coarse stable manure, but you can use leaves if you will not use too many of them. Leaves, since they pack closely, may smother the bulbs. Yes, bulbs do need air.

Still, in some cases, you can use leaves. A good way is to first place down a network of twigs over the bulbs to prevent the leaves from packing down on them. But, if possible, use a looser material, such as straw. Wheat, Rye, or Oat straw are fine, and marsh hay also is excellent.

The ground should be kept frozen, therefore, mulch after the first freeze. Many people have the impression that mulching is done to keep the ground from freezing, whereas just the opposite is true. Mulching is done after the ground has frozen and the purpose is to keep it frozen so that the alternate freezing and thawing will not occur. The frozen condition does the bulbs no damage; it is torn roots that cause winter injury.

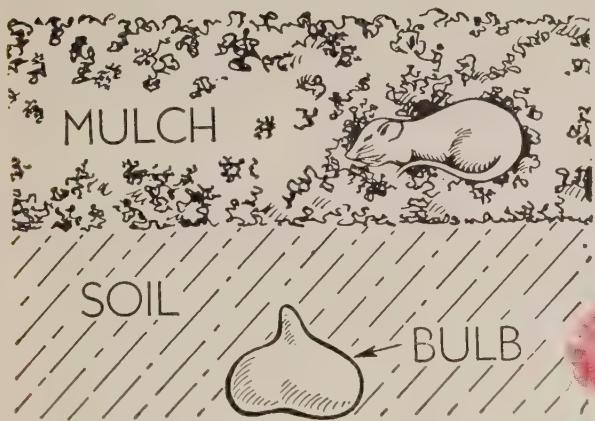
IMPORTANT! Avoid mulching with stable manure for Narcissi. They usually die from it. It is good for Tulips and Hyacinths, but keep it away from the growing leaves. Pull it back in the spring as soon as leaves appear, or rake off entirely to prevent any chance of fire blight.

Red Champion

There's no such thing as a dull day when this bright fellow is around. My, doesn't he seem to blaze! Height 22 inches. Blooms large. Midseason. **PRICES:** 2 for 63c; 4 for \$1.00; 6 for \$1.31; 12 for \$2.34; 18 for \$3.33; 24 for \$4.32.

Black Parrot

A deep blood-red, black-hearted fellow, and a hale and hearty color. Plant with your Sunshine Parrots for striking effect. **PRICES:** 2 for 63c; 4 for \$1.00; 6 for \$1.31; 12 for \$2.34; 18 for \$3.33; 24 for \$4.32.



Parrot Special!

4 each of the Parrot Tulips shown on these two pages, 24 bulbs—total value, \$5.18.

Special Price **\$3.75**

Another Reason for Not Mulching Too Early
 When mulching is done too early, mice will select the mulching material as nice warm winter quarters, then later the bulbs become a tasty winter ration for them—results, no flowers in the spring. Mickey Mouse is amusing in the movies but not in the Tulip bed. If mulching is put off until the proper time, he will already be established in winter quarters elsewhere; also, the ground being frozen, he will have difficulty burrowing down to the bulbs. If you mulch too early you prevent the ground from being frozen and Mickey Mouse has no difficulty in burrowing down to the bulb. Don't make things easy for him.

Usually only a light mulch is necessary. Do not remove mulch too soon in the spring.

Cutting and Picking Flowers

Many people who have gardens are torn between two desires: One, to have the flowers in the garden; and two, to have them for bouquets in the house.

Naturally, the flowers that are cut and brought inside are not in the garden, but we must say that cutting really is a benefit to the bulbs when properly done. The reason: Much strength would be lost from the bulb if the flowers were allowed to remain, especially if they were allowed to remain to the point of producing pollen and seeds. Cut flowers properly, and you will have more and better flowers the following year. Let the flowers remain after they are past their prime, and the bulbs are weakened, with consequent loss of vitality and quantity of blooms the succeeding season.

(Continued on page 14.)

Sunshine

A good name, Sunshine, 'cause this golden yellow fellow will really brighten your garden. A large-flowering beauty. PRICES: 2 for 80c; 4 for \$1.28; 6 for \$1.75; 7 for \$2.00; 12 for \$3.12; 18 for \$4.44; 24 for \$5.76.

R. M. Kellogg
Company
Three Rivers,
Michigan

[13]

Fantasy

The petals of this gay beauty are bright pink, faintly streaked with a lighter shade; and to add the fantastic touch, a splotch of green appears here and there. The inside of the petals, rich red. Blooms from 5 to 6 inches when fully opened. PRICES: 2 for 40c; 4 for 63c; 6 for 85c; 7 for \$1.00; 12 for \$1.53; 18 for \$2.20; 24 for \$2.88.

Orange Favorite

Words fail us when we try to describe this blinding beauty. And we're afraid, too, that the picture is hardly adequate. Why don't you order a few, and see how amazingly it will brighten your garden?

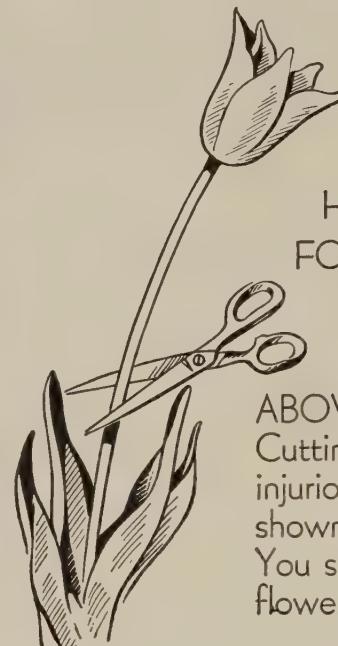
Fragrant. PRICES: 2 for 45c; 4 for 72c; 6 for \$1.00; 12 for \$1.74; 18 for \$2.49; 24 for \$3.24.

Don't
Over-
look
Page
27.



Orange Favorite

In cutting flowers, do not remove any of the green foliage, as the bulbs need this foliage to grow and breathe. Cutting foliage before it dies will result in small, inferior flowers the following year. The illustration below shows the proper method for cutting a Tulip. Hyacinths and Narcissi should be similarly cut.



HOW TO CUT FOR BOUQUETS

Note the position of the scissors ABOVE the foliage. Cutting the foliage is injurious; cutting as shown is beneficial. You should have cut-flower bouquets.

Rainbow Iris

I'll take a piece of sheer chiffon,
And make it into fairy's wings,
Then drape them, oh, so gracefully,
To take the shape of dreamy things.

BETTY F. HOLMES. This Iris has a lacy, floating charm, and an exquisite, feather-soft frailty. It is huge in size, and a beautiful porcelain-white in color, with a delicate blue tinge and intricate lacing of greenish veins. 1 for 75c; 2 for \$1.30; 3 for \$1.85; 6 for \$3.50.

CITY OF DREAMS. Deeply lovely like the inky purple of a midsummer night. As velvety to the touch as a caressing, warm breeze. Color: dark purple—with brilliant yellow that almost sparkles. Unbelievable size, yet rare delicacy. 1 for 75c; 2 for \$1.30; 3 for \$1.85; 6 for \$3.50.

HIAWATHA. Almost a twin to City of Dreams, but more reddish in color, especially when seen against the sun. Some even call it red. 1 for \$1.00; 2 for \$1.75; 3 for \$2.50; 6 for \$4.75.

JEANETTE PERRY. Beautiful large white, delicately veined with soft blue. Dashed also with yellow. 1 for 75c; 2 for \$1.30; 3 for \$1.85; 6 for \$3.50.

Of color too, I'll add a bit,
With tints you never, never knew,
Or even dreamed a little whit,
Were in this world or out of it.

MARGARET S. HENDRICKSON. Medium-tone blue. Rich, deep color and perfect shape. White center with bluish cast. Double falls. Large. 1 for 75c; 2 for \$1.30; 3 for \$1.85; 6 for \$3.50.

PATROCLE. A combination of three lovely colors: first, pretty amethyst-violet, then a bluish blush near the center, and last, contrasting yellow markings within the throat. Very large. 1 for 60c; 2 for \$1.00; 3 for \$1.50; 6 for \$2.85.

REINE HELENE. This queen among Rainbow Iris has huge size contrasted with utter transparent loveliness. Color, bluish purple, so delicate and crossed by such a network of fine white veins as to be almost unbelievably beautiful. 1 for 65c; 2 for \$1.15; 3 for \$1.65; 6 for \$3.15.

ROSE ANNA. Fairy-like blue with just a faint orchid tinge. Golden yellow at the center. Huge flower. 1 for 75c; 2 for \$1.30; 3 for \$1.85; 6 for \$3.50.

Bargain!
One each of the 8 Rainbow Iris listed
above, including the rare Hiawatha,
all for only

Special
Price
\$4.95

Preparing for Next Year's Crop of Blooms

Even if you do not cut flowers from your Tulips, Hyacinths and Narcissi for bouquets, you should cut them as soon as they have passed prime condition, and before seed or pollen are allowed to form. Use the same method in cutting flowers as recommended for cutting bouquets, leaving the leaves untouched. At this stage, it is easy to simply snap the bloom heads off with your fingers.

Let's emphasize the need for snapping off bloom heads after they have reached their prime. There is no harder work for a plant than the production of pollen and seed, nothing more debilitating. Let these past-prime flowers remain, and you are due for disappointment a year later. Remove them, and your chances for a beautiful garden of second-year's blooms are excellent.

The next thing is to let the leaves die down, then they too can be removed, but not before.

And, if you carry out the above treatment properly, you can usually get several years' blooming from your bulbs.

Moving Bulbs

At times the bulbs have to be taken up and divided, then replanted. BUT—with good bulbs, properly planted to a proper depth, you will seldom have to do this oftener than once every three years.

The general rule is: Leave the bulbs in the ground just as long as they produce satisfactory blooms. But as soon as they become small, inferior and generally of poor quality, take them up, divide them, and store until ready to replant the following fall.

Just as soon as possible after getting the bulbs out of the ground, get them out of the sun and the wind. Do not allow them to remain exposed

even a quarter of an hour, if you can avoid it.

Then store the bulbs in a cool, dry place, preferably dark, where they will "cure" and be ready for planting in the fall.

In laying the bulbs out for curing, use shallow receptacles, preferably ventilated from the bottom as well as from the top. A wooden frame three or four inches deep, with wire screen for a bottom is excellent—and easily made.

If you have room, you can leave the bulbs in these trays, or you can transfer them to porous sacks, and hang them from the rafters, or from poles. The sacks in which grocery stores often supply Onions, Potatoes or Oranges are excellent.

It is also a good practice to dust the bulbs thoroughly with sulphur before storing them.

A further precaution is: Hang the bulbs in a position free from air currents, to prevent their drying out.

Most gardeners like to leave the matter of new bulbs to the nursery, and so we will not go into further detail about the storing and growing of bulbs of your own. However, should you wish information on these subjects, we can give it to you as part of your Consulting Service.

When the time comes for replanting the bulbs, seek a new piece of ground for them. You can take up the soil from your old bed or border, and bring in new soil, or sterilize your old soil, but new ground is best.

Watering Your Garden

Yes, watering will benefit Tulip, Hyacinth or Narcissus gardens during the early spring and the blooming season—if for some reason you fail to get sufficient rainfall. These are not desert flowers, by any means, in spite of our repeated admonition that they require good drainage.

After the leaves have died down, the bulbs are dormant, and it is not necessary to worry too much about watering; but in really dry periods, watering certainly will do no harm. In any event, water thoroughly.

The correct method of watering is to use a sprayer or hose whose nozzle has been set for fine spray, so that the moisture can penetrate into the soil nearly as fast as it is applied. Water by the hour, not by the minute.

Can I Grow Other Flowers Between Crops?

This question is asked of us a lot. Yes, it is possible to set other flowering plants over your Tulip bulbs, but it should be done with care. Flowers that take deep soil preparation should not be used, as you would then disturb your bulbs. If you will confine yourselves to flowers that do not require preparation to a depth of more than three inches, you can use inter-crops. Annuals that are grown from seed, and that can be planted late (after the Tulip tops have died down and have been removed) can usually be used. Perennials are more dangerous to plant over bulbs.

Diseases and Insects

Tulips, Narcissi and Hyacinths are comparatively disease free, but there are certain diseases and insects that may bother them under certain conditions. Often they can be prevented, usually they can be controlled.

But first of all, let's go back to Mr. X and his beautiful garden. We have already told you how this man starts out with the best of planting stock, from only the most reliable nurseries, and now we are going to emphasize that fact again. Part of Mr. X's success is due to the fact that the bulbs he plants are healthy when he gets them, and so he need only take a few precautions to prevent diseases from coming in by other means; and it is then seldom that he ever does have a disease to control. But when he does, rarely, he usually licks it in jig-time.

First, let's talk about prevention. You have already bought good bulbs, let's say. The bulbs are healthy when you get them, and now the thing to do is keep them that way.

There are two things that we suggest, both of them simple. They are as follows:

(1) Keep down weed growth. This is particularly important, as many of the weeds that will grow around your garden, and near it, are excellent hosts for the very diseases that may affect your flowers. And, they find excellent breeding places for insects, which also may be dangerous.

It is, therefore, important that they be eliminated. And, we do not refer only to weeds in the garden. Weeds that grow around fence corners, old cisterns, old trees and other such spots, can harbor diseases and insects which can reach your flowers, just as well as those that you might allow in the garden.

It is hardly necessary to advise you against rubbish heaps in this enlightened age.

(2) Give your flower garden at least a reasonable amount of cultivation. Do you see that crust at the top of your soil? Hard, isn't it? But, do you realize its danger? Not only does it allow moisture to escape from the ground, but it prevents air from penetrating to the roots or bulbs of the flowers, and thus deprives them of a most important disease-preventive. Most diseases find air distasteful and will not thrive where it is present. Therefore, keep that crust well broken.

And, in keeping the crust broken, you will be eliminating weeds from your garden at the same time.

Here are the principal diseases that might cause you trouble, and you are going to be amazed at what a few of them there are:

Botrytis or Fire Blight: Where this is present, there will be smallish green spots on the leaves of your Tulips, which will gradually grow larger, until many of the leaves will turn yellow. You will then notice decreased blooming, and the failure of many buds to mature. The remedy is simply to remove and burn the infected leaves and stems. Then, if the disease is bad, you may have to remove your bulbs to a clean location.

Botrytis or Fire Blight is usually prevented by burning weeds and rubbish before it has a chance to appear in your garden, rather than waiting until it does, then burning the Tulips.

Mosaic: This is something that you should look for if you appear to have new varieties in your Tulip planting, as the disease causes them to change color, perhaps even change form. This is not due to mixing, or "reverting," as we explained in a previous chapter. It is the disease that causes the change. The remedy: Dig up and remove the infected plants, and destroy them. This does not save those particular plants, but it does stop the disease from spreading.

Striping: This really is not the name of a disease, but is the symptom of one. Varieties which

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R. M. Kellogg Co.
Three Rivers,
Mich.

No Garden is truly up-to-date unless it is bright with Kellogg's

Azaleamums

I never thought so many flowers
Could bloom in one small garden spot,
I think that I could talk for hours
Yet never tell the charm they've got;
Their dainty hues, and varied sheens,
The way they seem to glow;
You'll have to have your own, I guess,
And then you'll really know. ©

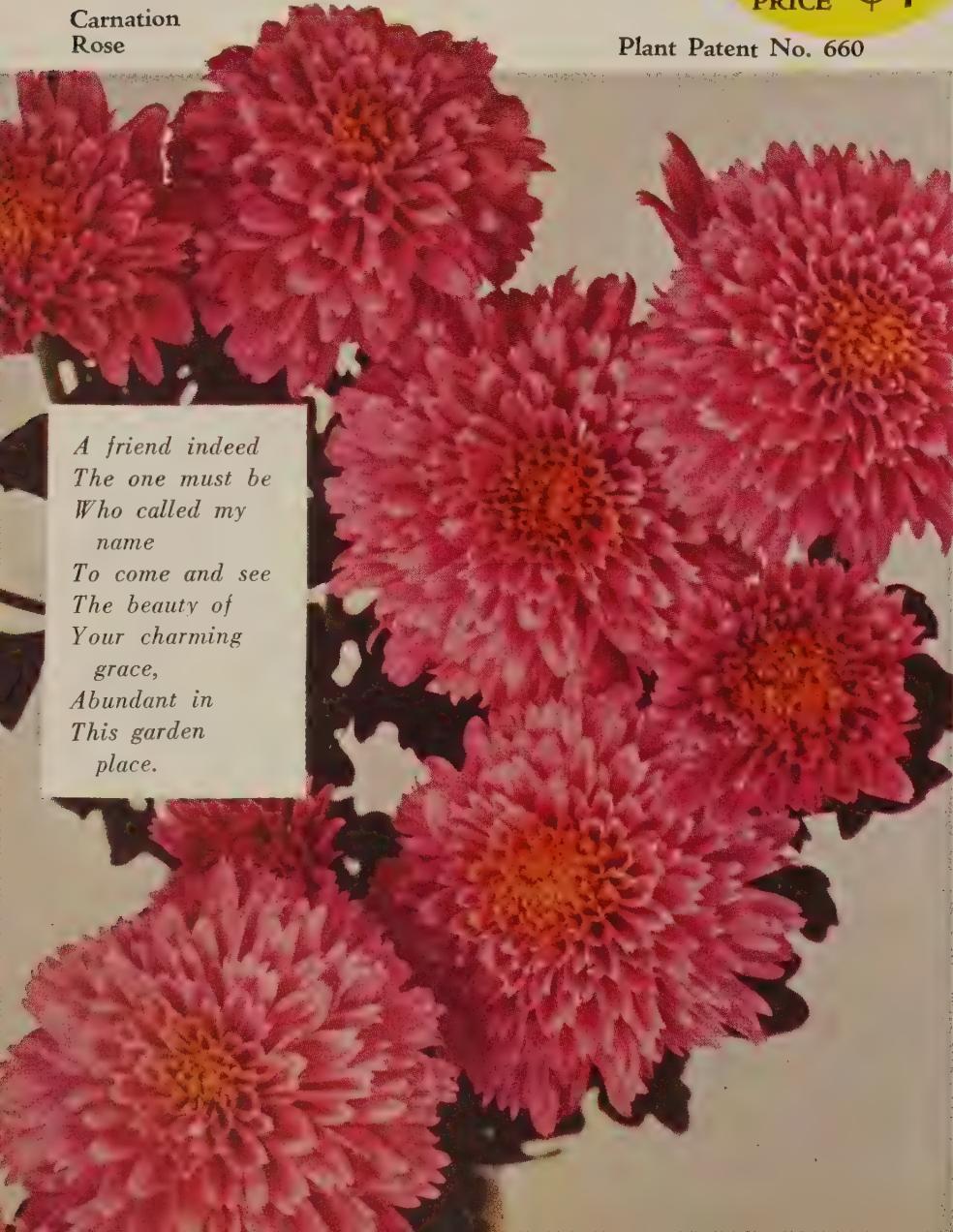
PRICES

Carnation Rose, Summer Sunset and Summer Gold

1 for \$1.00	6 for \$4.75
2 for 1.75	9 for 7.00
3 for 2.50	12 for 9.25

Strong, field-grown plants.

Carnation
Rose



*A friend indeed
The one must be
Who called my
name
To come and see
The beauty of
Your charming
grace,
Abundant in
This garden
place.*

Plant Patent No. 660

Bargain!

2 Summer Sun-	set	\$1.75
2 Summer Gold.	1.75	
2 Carnation Rose	1.75	

Total Value \$5.25
SPECIAL PRICE \$4.65

Trade
Mark

IMPORTANT: The word Azaleamum is our trade-mark and must not be used by any other firm or individual, except to identify Azaleamum plants produced by the R. M. Kellogg Co., or its duly authorized licensees.



Carnation Rose

(Pictured at Left)

Plant Patent No. 660

This newest of the large Azaleamums has such unusual and enchanting blossoms that we are showing them instead of a whole plant. A single spray, such as the one pictured at the left, is super-abundant in charm and loveliness. Each flower is similar to a beautiful Carnation in form, yet has the attractive delicate coloring of a Rose. Moreover, each spray is a picture of symmetry and natural artistic arrangement.

Grows 2 to 3 feet across the first year with blooms about $1\frac{1}{2}$ inches in width. Like other Azaleamums, Carnation Rose starts blooming in July or August, and continues until a severe frost. Prices above picture of Carnation Rose.

Important! Azaleamums belong to the Chrysanthemum family but have a peculiar habit of growth similar to that of Azaleas, hence are trade-marked Azaleamums. They are not related to Azaleas.



Summer Gold

Plant Patent No. 598

For you who like rich glowing yellow, Summer Gold has it in glittering abundance. Flowers large; can be cut for bouquets; you will hardly miss them from the plants, there are so many—a deluge of golden loveliness. Plant this fall for a splendid display next fall. Taller than the others—but grows about same width. Hardy, vigorous—BEAUTIFUL! Prices above picture of Carnation Rose.



Summer Sunset

(Pictured Above)
Plant Patent No. 561

Shades of orchid, orange, golden yellow and apricot blend in this beautiful Azaleamum. At times it is rich in orchid, at others apricot, and at still others golden yellow and orange. And each bloom usually has various shades so the whole plant gleams like an opal. Will probably be the most satisfactory flower you have ever had. Prices above picture of Carnation Rose.

—oo—

R. M. Kellogg Co.
Three Rivers, Mich.



Kellogg's Surprise Rock Garden

A panorama of low lying color to spread among the stones of your rockery. Ten plants, our choice. They'll surprise you with their charm. At least five different varieties. Field-grown plants: 10 for \$2.35; 20 for \$4.55.

Famous Fragrant Double Russian Violets

How To Perfume a Whole Room! Simply pick a small bouquet of Double Russian Violets, put them in a vase, and wait. It won't be long until everyone in the room is exclaiming in delight at the wonderful aroma, for there are no flowers more richly fragrant than Double Russian Violets. Sorry, but pictures can't show their fragrance and words can't describe it. Why not grow your own? Color deep, rich purple; all flowers double; early spring blooming, and sometimes in the fall; long stems, 6 to 8 inches.

PRICES:

1 for \$0.75	4 for \$2.40
2 for 1.30	6 for 3.50
3 for 1.85	12 for 6.80



Double Russian Violets

White Wonder Violets

(Not illustrated.) Blossoms about $\frac{3}{4}$ inch across or even larger. 4 to 6-inch stems. Beautiful foliage. Good ground cover. Blooming season about same as Double Russian Violets. PRICES: Field-Grown Plants, 1 for 57c; 2 for \$1.00; 3 for \$1.35; 4 for \$1.75; 6 for \$2.55; 12 for \$4.95.



Hardy Asters

HARRINGTON PINK. A delicate deep rose-pink, 2 to 3 feet tall.

BEECHWOOD CHALLENGER. A lovely mountain of crimson blooms. All have an abundance of blossoms; plant becomes completely covered. Choose the varieties you want.

PRICES: 1 for 60c; 2 for \$1.00; 3 for \$1.50; 4 for \$1.95; 6 for \$2.85; 12 for \$5.55.

you originally bought as solid-colored varieties, all of a sudden mysteriously decide to change to striped varieties. Or, they may have splotches instead of stripes. This is due to a virus disease, and the control is the same as for mosaic. Dig up and destroy the infected plants, to keep the virus from spreading.

NARCISSUS BULB FLY: This large yellow and black fly lays its eggs directly in the bulbs, near the crowns. From this, maggots are hatched, which in turn work on the bulbs, making them soft, mushy, and light in weight. About the only thing to be done is to destroy the infected plants. **HOWEVER,** this fly really seldom bothers small gardens, and there is little chance that you will have trouble with it.

We have already discussed moles, mice, squirrels and gophers, under TIME TO PLANT.

And now, isn't that a tremendous list of diseases! The huge, round sum of four of them. Yes, you are going to find Tulips, Hyacinths and Narcissi very easy to grow, providing you take only the few precautions mentioned.

Peonies

GOOD PLANTING STOCK is just as important with Peonies as for any other flower. Order only of a good, reliable nursery, and be sure of getting nice, large, healthy roots, with the necessary buds for starting growth.

KIND OF SOIL: Most any soil will do for Peonies, though they do have a slight preference for the heavier soils. But a rich, loose soil is nearly as good, and any soil will grow Peonies of finest quality if well-drained and fertile. Sandy soil usually needs more fertilizing than the heavier soils. In any event, the soil should be well-drained, and if it is not, drainage should be supplied.

This can be done by working in quantities of well-rotted stable manure, peat moss, or well-rotted leaf mold.

SUNSHINE is another thing Peonies need. But, if your location gets the sun more than half the time, your Peonies should do well.

SOIL PREPARATION AND FERTILIZING: The addition of extra fertilizer to any soil that you are preparing for Peonies is desirable. Method: Spade your soil well, to a depth of one or two feet, then add a little of your fertilizer, fork the soil over, add more, fork it over, and continue this process until the fertilizer is well worked in.

Never use fresh animal fertilizer, but good, well-rotted stable manure is fine, or other well-rotted animal fertilizers, with the one important exception of chicken manure. Work in about 4 or 5 bushels per 100 square feet of soil.

Good phosphorous fertilizers are also good with the manure. Superphosphate can be added at the rate of about 3 lbs. to 100 square feet of soil. It can also be used alone at the same rate, but the animal fertilizers are desirable with it.

The Best Since 1869

From the very beginnings of our Company 80 years ago, highest quality has been our supreme aim. Kellogg satisfies.

If your soil is very heavy, well-rotted manure, peat moss or leaf mold are particularly important to help loosen it and provide aeration and drainage.

If sandy, your soil is likely to be deficient in plant food, and again well-rotted manure is important, probably with commercial fertilizer added. A good formula, about 5-10-5, or 4-8-4.

If your soil is very acid, use a little lime, say 3 to 5 lbs. per 100 square feet. However, Peonies really like a mildly acid soil.

The addition of fertilizer at soil preparation time has just been discussed. However, for really beautiful Peonies, extra fertilizing is really very desirable. It can be applied in the form of commercial fertilizer, in the spring after the first shoots have appeared above ground. Apply the fertilizer around the plant, keeping 4 or 5 inches away from it, then work it in by light hoeing; or use some other form of garden tool. Phosphorous and potash fertilizers are particularly important for good blooming. Apply liberally.

Some gardeners, instead of the above, apply well-rotted stable manure as a mulch after the ground freezes in the fall, then the fertility is carried into the soil and is available by springtime. Even then, a little extra commercial fertilizer will not hurt, again about 5-10-5.

HOW TO PLANT: Proper depth is very important in planting Peonies. Some say do not plant more than 3 inches deep, but it is better to say 2 inches from the top of the root to the surface of the soil. Even shallower planting can be used.

However, with this shallow planting, there is danger of winter injury brought about by heaving of the soil. To prevent this heaving, mound loose soil well over the plants about 3 inches deep, then mulch well with good strawy material to a depth of about 4 inches, particularly if you are in a northern state. Remove the surplus soil and mulching in the spring, carefully. This is necessary the first year only.

If you plant the proper depth, you should have blooms the following summer; but plant too deeply, and your Peonies may not bloom for years.

TIME TO PLANT: September or October is usually best. November is OK, if you plant well ahead of freezing, but how are you going to know when freezing will come? Some nurseries do offer Peonies in the spring, but spring planting is not really advisable. **PLANTING DISTANCE:** About 3 feet apart.

CULTIVATION: Cultivation keeps weed growth down; conserves moisture; and keeps the soil aerated, preventing many diseases. Hoe or cultivate to a depth of not over 2 inches.

DISBUDDING: This is the practice of removing weaker buds so that the stronger buds can develop into a huge, beautiful flower. If you are going to disbud, do it as early as possible, removing all side buds from each stem, leaving only one central strong bud to develop. You will be rewarded by extra size, and extra double flowers, maybe prize winners. **For landscape effect, do not disbud.**

WINTER CARE: Needed for the first year only. Already discussed under "How to Plant." At the end of the season, after killing frost, cut foliage down and burn it.

SUPPORTING FLOWERS: Best varieties often have weak stems. For supports, drive several stakes around the plant, then stretch string or

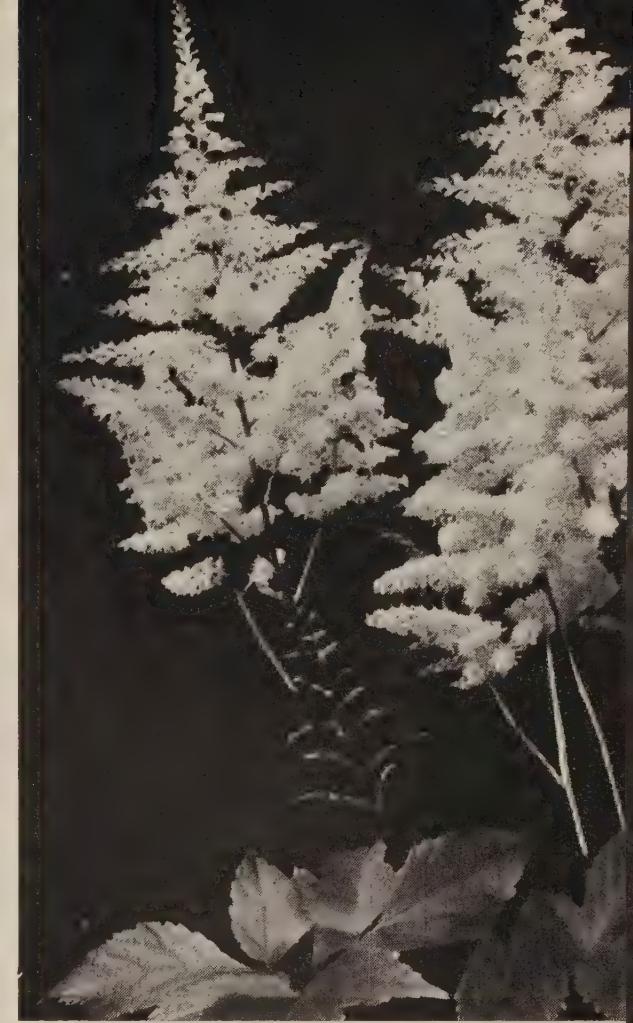
(Continued on page 22)

Astilbe Queen Alexandra

One of those flowers that arouses much flattering comment; a beautiful June-and-July blooming flower with beautiful delicately colored, cameo-pink panicles. Grow 24 to 30 inches high. Plant 15 to 18 inches apart in moist, rich soil. Water. Sun or semi-shade.

PRICES

1 for \$0.75	A for \$2.40
2 for 1.30	6 for 3.50
3 for 1.85	12 for 6.80



(Above) Astilbe, Queen Alexandra

Gaillardia Goblin

Bursting with brilliance. Unique, low-growing (12 to 15 in.). Beautifully shaped and covered with large, 2- to 2½-inch blanket flowers, rich in glowing shades of red and golden yellow. July, Sept. Plant 12 inches apart; well drained soil; sun; ordinary moisture.

PRICES

1 for	\$0.55
2 for80
3 for	1.00
4 for	1.30
6 for	1.90



(Above) Gaillardia, Goblin

Day Lilies

Five Favorites:

HYPERION. Citron-yellow. 40 in. tall.

OPHIR. Orange-yellow. Stems 3½ to 4 ft. high.

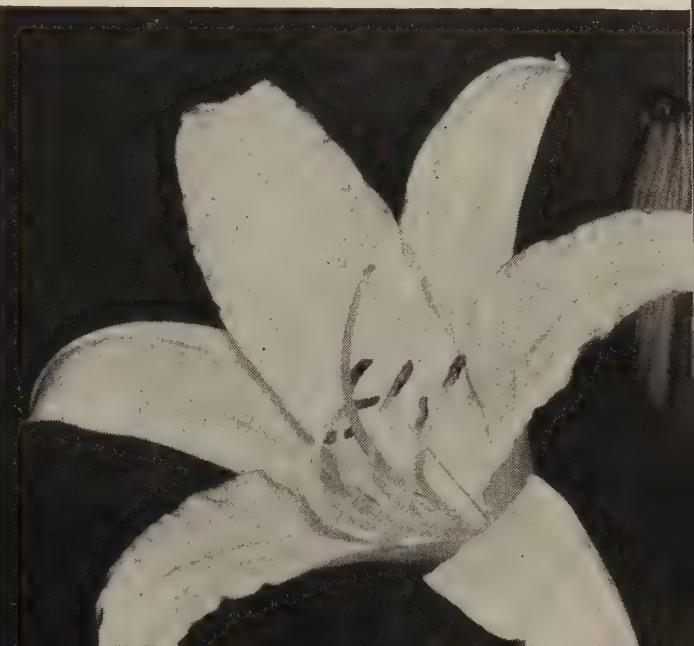
GYPSY. Gay splashes of red on yellow petals.

ANNA BETSCHER. Rich golden yellow. Blooms late July and August. 2½ to 3 ft.

D. D. WYMAN. Golden yellow, tawny splashed petals. 2½ to 3 ft. July and August.

Prices: (Choice)

1 for	\$0.75
2 for	1.30
3 for	1.85
5 for	2.95
10 for	5.70



IMPORTANT: The word Azaleamum is our trade-mark and must not be used by any other firm or individual, except to identify Azaleamum plants produced by the R. M. KELLOGG CO., or its duly authorized licensees.

600

or More



Papoose (above)

Here are Kellogg's New One-in-a-Thousand Varieties of

Trade Mark

Front Line Azaleamums

These are the amazing flowers that everyone is talking about. And these are new varieties, bred especially for you by our own breeder. Great care was taken in their selection to assure their being the best, approximately

1000 varieties being discarded for every one selected—an expensive proceeding, but worth the money in the tremendous satisfaction given to you.

A Big Plant with Hundreds of Flowers

How large? How many flowers? Some varieties grow $1\frac{1}{2}$ to 2 feet across, others 2 to 3 feet and often they attain 4 feet second year. Hundreds of blooms are produced at one time on a single plant; often 500 to 1000 (best record slightly over 2000). Flowers $1\frac{1}{2}$ to $2\frac{1}{2}$ inches across, depending on the variety. All give a huge overflow of color and beauty.

Papoose (Above.) Red! Rich, wine-red—at last here is the sparkling red Azaleamum you have been wanting. Now your late summer gardens can be brilliant. The whole plant provides a dashing flash of color that will brighten up those last summer days, and on into late fall. Prices: Field-grown plants, 1 for \$1.25; 2 for \$2.20; 3 for \$3.15; 4 for \$4.10.

Special!
2 each of the 5 Azaleamums listed on these two pages, 10 plants in all—total value, \$9.20.
Special Price \$7.65

Prices

Princess,
Pink Dream,
Nugget, and
Honey Chile

Field-Grown

1 for	\$1.00
2 for	1.75
3 for	2.50
4 for	3.25
6 for	4.75
12 for	9.25
18 for	11.75
24 for	16.25

More than 24 at
65c each.

Blooms
Per Plant

What Does One-in-a-Thousand Mean to You

It means that you will get varieties that are really outstanding. To produce these varieties, thousands of hours were expended in painstaking labor, by our breeder, crossing by hand thousands of times to produce thousands of new varieties. Many of these had amazing points of excellence: Some had beautiful flowers, some beautiful colors, some hundreds of flowers, and a good many of them would have been listed as outstanding by other nurserymen. But, we were very exacting in the ones we selected for you, and only approximately one in a thousand survived our severe method of selection. These are the varieties you now find here. They are the best of the best, and all new. Do not believe that you can find them elsewhere.



Princess

(Not Illustrated)

Plant Patent No. 711

Very similar to Summer Sunset (page 17), but lower growing. Rose, orchid, pink, orange, apricot and yellow all blend together and succeed each other in astonishing display of glory. A rich confusion of shades all on the one plant. Deservedly one of the most popular. Prices below, left.

ORDER
EARLY



Nugget Plant Patent
No. 802

Extra
Plants.
See pps.
26-27.

Order
of
Kellogg's,
Three Rivers,
Mich.

Named Nugget because of its golden glitter. Will really add brilliance to your garden—and we mean BRILLIANCE! The yellow of Nugget is bright, clear, and glorious. In fact, we doubt if we have ever seen a yellow that was more beautiful; lasting beauty for your low borders. You will love it among the darker flowers of your garden. Prices at left.

Pink Dream (Plant Patent Applied For)

One of those flowers whose delightful form and coloring irresistibly draws attention from everyone. Its beauty is fascinating, alluring, bewitching—well, you pick your own word.

Yes, it is pink, but a special pink that you never saw before, and if the color photographer, the engraver, and the printer fail in showing it to you, we aren't surprised. Showing it accurately would be impossible.

You'll also like the quantity of blooms produced by a single plant—hundreds of them, all piling on top of one another. Prices below, left.



Honey Chile Plant Patent
Applied For

I think that I shall never see
A Pink that Gleams so prettily.

We wish we could really show you that Pink that gleams so prettily, but since we can't, here's an idea: You order, and let your friends admire. Honey Chile is brand new, and with it you'll have an envy-spot in your garden. You do want your friends to envy you, don't you? Prices at left.

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How to Grow Them

wire around these. Shake water out of blooms after heavy rains.

CUTTING: Leave three or four leaves below the cut. Best time—early morning. Partly open flowers best.

PREPARING FOR SUBSEQUENT YEARS'

BLOOM: If your Peonies are doing well, don't disturb them. Usually they will bloom well for five years or more, then if they start to fail, divide roots and replant. Write us for instructions. Leave foliage on until it dies down, as it helps assimilate food.

WATERING: Water Peonies well, especially while in flower. Best methods: Fine spray or overflow. Also water in the spring when rainfall is not normally abundant.

DISEASES: You will have very little trouble with diseases if you buy good, healthy stock to begin with, and keep weeds out of your garden. Cultivation gives aeration and helps prevent diseases.

The few diseases that may visit your Peonies are:

(1) **Bud rot**, usually indicated by failure of buds to open. A clean garden will seldom be visited by bud rot. **Remedy:** Remove all affected buds, together with several leaves beneath each. Burn at once. **Preventive:** Spray with bordeaux mixture in early spring. Let the spray fall on the soil, to catch any spores that may be there.

(2) **Botrytis blight:** Buds and seed pods dry up. **Control:** Keep old flowers off, remove dead foliage in fall after killing frost, and burn it. **Keep clean, keep clean, keep clean!** **Preventive:** Spray with bordeaux mixture about every two weeks or oftener from time leaves appear in spring until blooms appear.

(3) **Nematodes:** Buy only clean healthy plants, and plant in clean soil. They cause poor bloom and are identified by small knots on the roots.

(4) **Ants.** Don't worry too much about ants. Do no harm in themselves. Can, however, spread other diseases, but not at all dangerous if you have a good, clean bed.

Poppies

If there is one very beautiful flower that is easy to grow, it is the Oriental Poppy. And, note that we say beautiful. We think the Poppies are one of the most exquisite of all. They require very little attention, and most any soil will do for them, providing it is well-drained, and providing it is in a sunny location. Do find room for them in your garden.

SOIL PREPARATION: Same as for Peonies, excepting that it need not necessarily be prepared so deeply. Poppies will be perfectly happy in soil that is prepared to a depth of only about one foot.

Drainage: Same as for Peonies. It is one of the things that Poppies do require, as the roots may rot if it is not provided. Read back to your instructions for growing Peonies, and follow them for your Poppies.

Poppies will be particularly valuable in your garden if you happen to have a rather heavy piece of soil that will not do well for other plants. They will do well on this soil, providing it has the sun and drainage. They also require very little attention after planting.

They also will often thrive in soil that is too shallow for other favorite garden flowers. By shallow soil, we refer to the fertile part. If the part containing fertile soil is only one foot deep, the soil is said to be only one foot deep.

For example, you may have a piece of ground with a fertile depth of only one foot, and with a gravel sub-soil underneath. Or, one only six or eight inches deep. Here you can grow Poppies, as the gravel will provide the necessary drainage. In fact, the soil would be almost ideal, though not suitable for such plants as Peonies, because of its shallowness.

But, if your sub-soil should be an impervious hard-pan or heavy clay, which would not permit drainage, then you might have difficulty with Poppies.

FERTILIZING POPPIES: Commercial fertilizers can be used with considerable success. Apply them in the spring, after growth has appeared, on top of the soil, and not too close to the plants. A 4-8-4 or 5-10-5, or similar formula can be used. Next, rake the fertilizer in; or use some other suitable garden tool.

About 1½ lbs. of commercial fertilizer per 100 square feet is right. Or, measure out a ration of about 2 lbs. per 100 square feet, then apply only ½ lb. at a time, and at intervals of about 10 days, until the ration is used. Work in each time. More fertilizer can be used by this measured-ration method.

Another way to fertilize Poppies is to work in well-rotted stable manure at soil preparation time. 2 to 3 bushels of well-rotted manure per 100 square feet would be about right. Other animal fertilizers, if well-rotted, can also be used. **But, do not use chicken manure.**

You can also mulch with stable manure after the first freeze the first autumn, but that would be for the first year only. Poppies will not require mulching thereafter.

HOW TO PLANT: After the soil has been prepared for planting, either with fertilizer mixed in or without, make a hole deep enough and wide enough to accommodate the roots easily. Set the roots vertically, top up. There will usually be some signs of green growth at the top, but if it appears to you that the plant has roots on both ends, the end with the most roots is the bottom. Better make the hole oversize than undersize. In any event, you are loosening the soil when you make the hole oversize, and accordingly the roots will have a better chance to start growth and develop. Never plant in a hole so small that the roots must be bent.

Planting Distance: 12 to 18 inches.

Planting Depth: The top of the plants should be just below the surface of the ground. One inch of soil is easily sufficient.

After the plants are set, water the entire bed of Poppies thoroughly. Soak them in well, and they will have the best chance to bloom their best for you.

After the first freeze in the fall, you can give your Poppies a light mulching. Use straw or peat moss; or marsh hay is good; and leaves are suitable if used very lightly, but may smother the plants if applied too heavily.

This mulching is necessary the first year only. Poppies are exceedingly hardy, and will come through most any winter unscathed.

TIME TO PLANT: Set your Poppies just as soon as you receive them from the nursery. Nurseries dig Poppies as early as possible, and will likely ship early, usually in September. Early planting will give the roots a chance to develop before the ground freezes.

Poppies can also be planted in the very early spring, but your first planting should be made in the fall, as most nurseries do not furnish Poppies in the spring. With spring planting, you will not have blooms the same year unless you use large, well established plants.

If you are transplanting your own plants from one part of your bed to another, do it in August. Do not, however, transplant any oftener than necessary, and then only after the foliage is dead. Water in thoroughly. A clump of earth on the roots is not necessary.

PLANTING SYSTEMS: Poppies usually look best in groups, with a contrasting background. The brightly colored flowers will show up beautifully against a dark background.

It is also well to plant Poppies where the dead foliage will be hidden by other plants in August and September. Or you can set other plants in the spaces between the Poppies, to hide the dead foliage. Annuals are best for this purpose. Poppies are not good for isolated plantings, because the foliage does become unsightly after blooming is over.

SUMMER CARE: After the foliage of Poppies is completely dry and dead, remove it. It breaks very easily by hand.

Cultivation is not necessary. In fact, Poppies do not like to be disturbed, and cultivation can be detrimental. Just keep the weeds pulled. A summer mulch of peat moss about 2 inches deep is the best weed control, especially if sterilized. It also retains moisture in the soil, taking the place of cultivation. But some weed pulling may still be necessary. Pull weeds with as little disturbance to the Poppies as possible.

And, if watering is one of your hobbies, here's where you can indulge it. Poppies love lots of water, and you can water to your heart's content.

INSECTS AND DISEASES: Insects and diseases bother Poppies hardly at all. They enter a dormant period immediately after blooming, and the foliage turns brown and dies.

This dead-foliage-period comes then when diseases and insects are usually at their worst, but what have they to work on with Poppies? Answer: Nothing!

CUTTING POPPIES: Usually Poppies are not considered good as cut flowers, but if you will singe the ends of the stems well in a gas flame after picking, thoroughly, they will keep several days in water, and will be beautiful.

THE SECOND YEAR AND AFTER: It is best to leave Poppies undisturbed once they are planted. So handled, they will bloom beautifully for several years, with very little care.

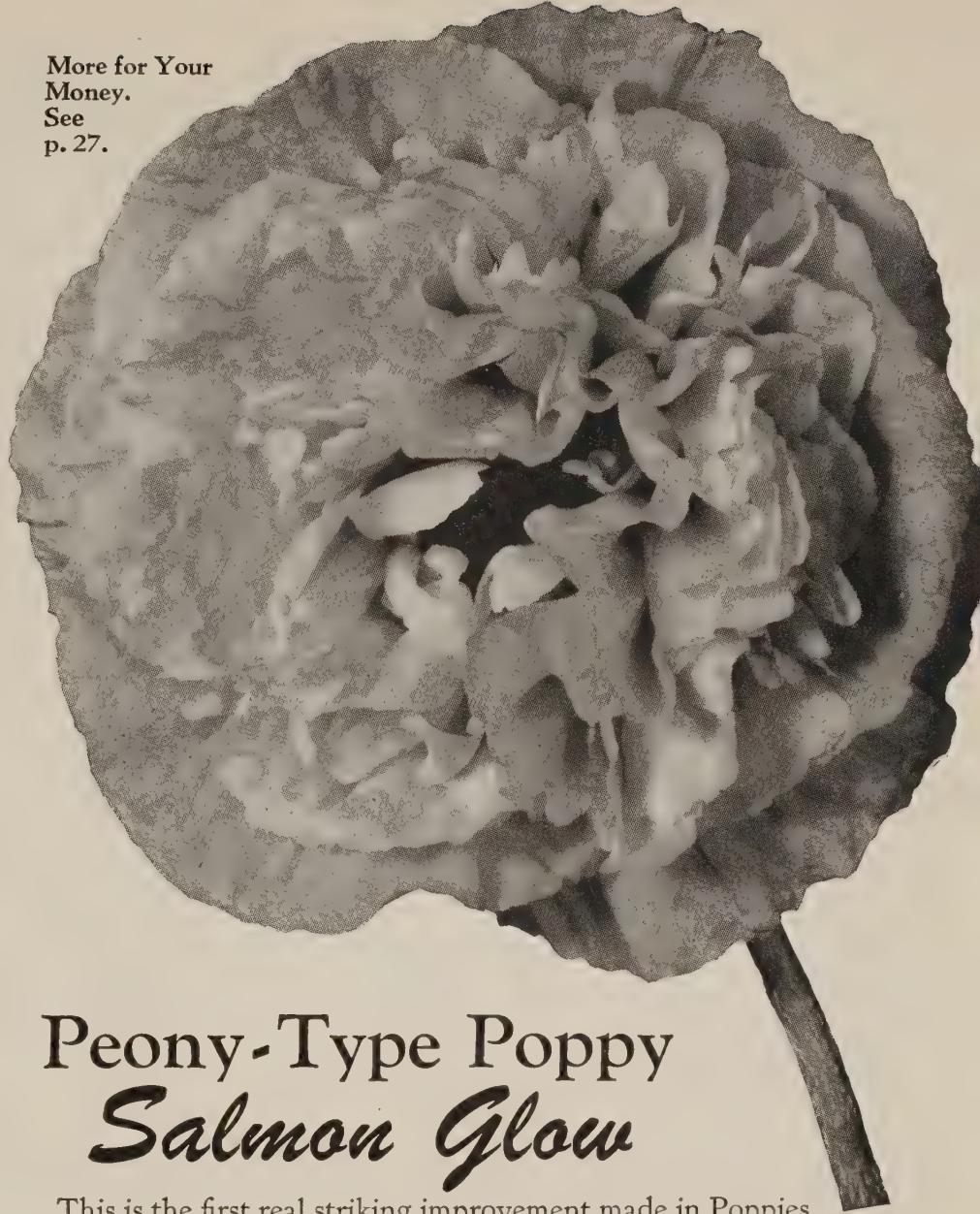
A few seeds might drop, and new plants appear among your old. These are not likely to be good varieties, and should be pulled the same as weeds. It might be exciting to transplant them in August, hoping to get something new that is good, but your chances would not be better than one out of a thousand plants.

German Iris

These are so well known that we need tell you very little about them. They are so easy to grow that cultural instructions are almost unnecessary. We have heard it said that you can simply drop an Iris root on the ground anywhere, and it will grow and produce good flowers. That is almost true. But, they do have beauty, and many outstanding varieties are being brought forth.

(Continued on page 26)

More for Your
Money.
See
p. 27.



Peony-Type Poppy *Salmon Glow*

This is the first real striking improvement made in Poppies in a good many years. Often you can count over 100 petals, actual count, and those on only one flower.

Coloring is beautiful, with a rich glowing effect, as if lighted from within by some mysterious fire. Rich salmon-pink, as indicated by the name. And, it is the only Poppy that keeps well in water. Flowers are exceptionally large, 8 inches across. Strong, upright grower. Strong, vigorous foliage. **PRICES:** 1 for \$1.00; 2 for \$1.75; 4 for \$3.25; 6 for \$4.75.

Other Poppies

CHEERIO

Beautiful dark red splashes of color in the cup, instead of the usual black. A beautiful blend against delicate pink petals. Huge in size.

HELEN ELIZABETH

Clear, unshaded salmon-pink; no splotches. Deep purple stamens give richness to the fine, pure, pink petals. Strong, upright, vigorous.

RIDGEWOOD BEAUTY

Like a little girl in her orange fluffy ruffles. Against the inky black stamens, the orange looks all the more lovely. We like this best of all.

PRICES, The three Poppies above, from field-grown plants: 1 for 85c; 2 for \$1.50; 3 for \$2.15; 4 for \$2.80; 6 for \$4.00.

NEW PERFECTION

Delicate shell-pink, charmingly ruffled and fluted. Black velvet stamens. Astonishingly pretty.

MRS. PERRY

Clear delicate pink. A tall beauty.

PERRY'S WHITE

Beautiful swan-white. Very large. Fine and satiny. Crimson markings at petal bases.

WURTEMBERGIA

Tall and straight. Flaming red head.

PRICES, The four Poppies above, from field-grown plants: 1 for 65c; 2 for \$1.15; 3 for \$1.65; 4 for \$2.15; 6 for \$3.15; 12 for \$6.15.



Plant *Kellogg's* Everblooming Carnations for Fragrance & Beauty

We think you'll agree
That these pretty three
Will brighten your garden a lot,
We'll say even more,
And repeat o'er and o'er
They'll beat any others you've got. ©

These three varieties are new,
hand-bred beauties, not mere
foundlings.

Frosty

Not pictured here, but my, oh my, what a beauty! It's as white and pure as Christmas snow, and delightfully frilly. It is truly a "hand-made" variety, with hand-selected parentage of the best. PRICES: 1 for 75c; 2 for \$1.30; 3 for \$1.85; 4 for \$2.40; 6 for \$3.50; 12 for \$6.80.



(Plant Patent Applied For)

Maiden Blush

The New Camellia-Type Carnation

This is the famous new Carnation with Camellia-type blooms. See picture. Color: beautiful clear pink, that shades and fades from light to dark and almost white with a fascinating blushing effect. Produces an abundance of blooms; 30 to 40 open on a plant at one time. Will give you hundreds, if properly picked. Fragrance mild and sweet. Healthy, vigorous, upright, hardy.

PRICES

1 for \$1.00	3 for \$2.50
2 for 1.75	4 for 3.25

Special!

Two each of Maiden Blush, Frosty, and Moon Mist—6 in all—

SPECIAL PRICE \$3.85

Moon Mist

Dainty, yet jaunty—and a delightful companion to Frosty and Maiden Blush. Its chief difference from Frosty is the form of its blooms. It is a little more frilly. Why don't you try all three—Frosty, Maiden Blush and Moon Mist? See bargain at left. PRICES: 1 for 75c; 2 for \$1.30; 3 for \$1.85; 4 for \$2.40; 6 for \$3.50; 12 for \$6.80.

—Carnation Bargains—

Hardy, Everblooming Varieties. Beautiful blooms all summer long.

ROSE UNIQUE. (Left.) If you like spicy, enticing fragrance, plant Dianthus Rose Unique. Pretty pink, as shown. Healthy; vigorous; hardy. Each plant produces dozens of blooms, early summer until late fall. Grows 15 inches tall. Prices below.

DAZZLER. (Right.) Richly clove-scented. Crimson of almost unbelievable brilliance. Blooms 8 to 10 weeks after planting; continues until frost, with 40 to 50 blooms open at a time, per plant! Very hardy.

PRICES: Rose Unique and Dazzler. (Field-grown plants.) 1 for 65c; 2 for \$1.15; 3 for \$1.65; 4 for \$2.15; 6 for \$3.10; 12 for \$5.95.

Special for only 3 each, Dazzler and Rose Unique. Value \$3.30 — all yours \$2.95



If you are satisfied with just "any ol'" mums, don't read this
-- but if you want

Really New Chrysanthemums

that rival hothouse types,
Stop, Look, and "Listen"

"Day by day, in every way, they're getting better and better."

We're talking about "Mums" and we must "modestly admit" that our part in improving them is not small. Every year we produce thousands of new varieties, and every year we discard just about 999 out of every thousand we produce. That leaves only the cream of the cream for you and your garden. And, folks, here they are. Haven't room to show pictures of all of them, but take a look at the two gorgeous beauties at the right. They're fine, big flowering varieties, like you've been wanting. Two, Rose Marie and Evening Sun, are Azaleamum type.

ROSE MARIE. This one will be your sweetheart. Its color is a delicate and appealing shade of orchid, and its form is nearly perfect. About 1½ to 2 inches across.

EVENING SUN. Shucks! How are we going to describe a beautiful thing like this? You'll have to order it and see it for yourself. Pretty, varying shades of peachy pink and other delicate hues we can't describe. Quite exquisite! Flowers 1½ to 2 inches across.

YELLOW FELLOW. He's big, he's bright, and very bold, like yellow silk or flashing gold. Yes, the brightest of the lot—a good rich yellow, really rich! Heads full and well formed. Nearly three inches across.

BETTY LOU. White, that's bright and clean and pure—with a modest little touch of charming yellow in the center. Flowers nearly three inches across.

PINKY. This one has sweetness—delicate shades of pink, and faint flashes of white, then a winsome yellow center that peeks shyly out at you; a charmer! Blooms large and fluffy. Nearly three inches across.

FIREFLY. Only Nature knows how to produce a color like this: a red like sparkling wine, yet more lively and more beautiful. Blooms 1½ to 2 inches across. Well formed.

PRICES, all Mums above when ordered by variety:
1 for 75c; 2 for \$1.30; 3 for \$1.85; 4 for \$2.40;
5 for \$3.00; 6 for \$3.50; 12 for \$6.80. All Mums
field-grown plants.

Special! You ought to have all six, so order this—
1 each—\$4.50 value—
yours for only **\$3.35**

2 each—\$7.80 value—yours for
only **\$6.65**

(Index of Plants and Bulbs—page 15.)



Betty Lou (Formerly Cinderella)



Yellow Fellow

R. M. Kellogg Co., Three Rivers, Michigan

How to Grow Them

SOILS FOR GERMAN IRIS: This is one flower for which we do not advise a too rich soil. In fact, if you have a rather poor piece of ground and do not know what to do with it, plant German Iris.

They do require good drainage like nearly all flowers. Soil preparation is, of course, advisable, and if you do feel that you must fertilize, something not too rich or not too rapid-acting is the fertilizer to use. Bone meal is a good slow-acting fertilizer. You might use animal fertilizer, if free from grubs, but usually it is best not to fertilize after planting time. Plant Iris in a sunny or part sunny location. That makes things rather easy, doesn't it?

Whatever fertilizer you do use, mix it with the soil at the time you prepare the beds. Iris do not like a sweet soil, so avoid lime, unless you know that your soil is very much too sour.

THE BEST TIME TO PLANT Iris is as soon as you get them from the nursery. They can stand early planting. Plant the rhizomes horizontally, just under the surface, or even with the tops protruding above the soil surface a little, if it is heavy. Iris spread rapidly, so do not plant them too closely together. 12 inches is close enough. 18 inches is better.

Now you have done just about everything that needs be done to grow Iris excepting to divide them frequently. They multiply rapidly, and in three years are almost sure to be overcrowded. They divide so easily that you will have no difficulty, but you are welcome to use your free consultation service if you do need advice.

FALL-BLOOMING GERMAN IRIS are grown just the same as the spring-blooming, but with the fall-bloomers you can use some fertilizer. Do not use heavily. Use commercial type on top of the soil about as outlined for Peonies.

After German or Bearded Iris are through blooming, cut them back about half way. This will discourage leaf rot.

Miniature Iris

We are very fond of these varieties. For one thing, their stems are straight, and secondly they remind us of a chubby youngster with all the appeal that such a youngster has.

They are just as easy to grow as the larger Iris, but of course can be planted closer together. They are, too, very useful in rockeries, and nothing makes a better low border. They come in both spring-blooming and fall-blooming sorts.

We might add, that we have tried these Miniature Iris in corsages, and they make up beautifully. In fact, they look remarkably like an Orchid when used in this manner.

Japanese or Rainbow Iris

Now we come to one of the most beautiful of flowers. We believe that the Japanese Iris are the best combination of mammoth size and delicacy that we know. Often the blooms get as large as dinner plates, and yet how gossamer-like they are! You will love them in your garden, and you can grow them.

(Continued on page 29)



Don't Let
Dollars
Slip
Through
Your
Fingers—
Read
This
Offer

Important!

If your order lacks only a few cents or even a dollar of \$4.50, increase it and get your free value. It will be extra plants cheaply bought.

Guaranty

The Kellogg name assures you of highest quality nursery stock, that will produce highly satisfactory results. We also guarantee to ship all plants in fresh growing condition, and if properly handled enroute, they will arrive in such condition. Should a shipment be delayed, or suffer from other mishandling enroute, we will refill the damaged plants free of any charge excepting a 25c service charge on refills valued at less than \$2.50; shipping charges only on larger refills. In such cases we request that reports be made to us within 30 days. Refills will be made im-

mediately, when possible, but if reports reach us late so that we are unable to refill during the current season, or if we are unable due to shortage of stock or other causes, we will make the replacement the following season.

We cannot guarantee continuous growth after planting, since stock is then subject to conditions beyond our control. It is mutually agreed that in any event we will not be liable for more than the purchase price of stock. In case of failure on our part to fill an order for any reason whatsoever, return of the customer's money shall release us from all liability.

New Order Extra Values

\$1.00 — \$2.00 — \$3.00 — \$4.00 Values FREE of extra charge

AND MORE

Plant your garden in the fall, and get these extra values. Offer not good in the spring. It applies to fall orders only.

With a \$4.50 cash order—\$1.00 Value Free

With a 8.75 cash order— 2.00 Value Free

With a 12.75 cash order— 3.00 Value Free

With a 16.50 cash order— 4.00 Value Free

Note how the extra value gets increasingly greater the more you order.

And—beginning with an order amounting to \$20.00, you may select a \$1.00 value free with each \$4.00 cash value that you order.

All plants and bulbs you select are covered by our guaranty. They are the same high-grade stock for which you would pay cash.

This Way is Best

There is always a right way and a wrong way to do things, and there is a right way and a wrong way to buy nursery stock. Contrary to anything else that may be told you, the mail-order plan is best for live plants, bulbs, and nursery stock in general; because plants are tender and perishable, and the less time that elapses between their removal from the nursery and their arrival in your hands, the better. It certainly is not advisable that they should lie around under the questionable care of incompetent persons, and where conditions are not right, before you take delivery of them.

All of the items you will receive from us are freshly dug from the nursery before shipment, excepting those which actually require storage, and these are stored under proper conditions by people who expertly know how. Further, you deal directly with the nursery itself. Unskilled middle-men do not enter into the picture at all, hence you are assured that you will get just what you order, and that everything will be of highest quality and in best possible planting condition and backed by Kellogg's liberal guarantee.

When You Order

Please write plainly, and use order blank if you have one. If not, please tabulate. Then add your order carefully and send money by good safe means—no unregistered currency. **NO C.O.D.'s.**

And then there is the matter of transportation. With nursery stock it is impossible to advise what the cost will be in advance, so we can give no scale of shipping charges. However, we will ship best method. If express, you will pay expressman as plants are delivered. If parcel post, you will remit direct to us after shipment by a special easy method we will provide.

However, many customers have requested a method for sending shipping charges with their orders, and you who are in that group may add a sufficient amount to your

orders to take care of shipping charges, and we will refund left-over funds after shipping. Usually 5% of the value of the order is enough, but for distant points, or for heavy stock such as trees, 10% is better.

We can ship parcel post C.O.D. for shipping charges, but this method should be used for larger orders only, as there are extra costs attached to parcel post C.O.D. amounting to at least 30c.

IF NO EXPRESS OFFICE in your town, give name of nearest express office and distance from you.

AND NOW ABOUT SMALL ORDERS: These are proportionately expensive to handle, and so if your order amounts to less than \$2.50, please add 35c

for handling charge. Out of this we will pay parcel post charges. If you increase order to \$2.50, you escape the service charge, but are to pay shipping charge. And don't forget that if your order amounts to \$4.50 or more, you get the extra values indicated above.

AND NOW JUST A FEW OTHER THINGS: No cancellations or changes during shipping season, for obvious reasons. **Plants not returnable for credit.** Our fall shipping season starts about September 15th, and continues until about November 5th—a little later for bulbs to the South. We cannot agree to delay shipment beyond November 5th.

R. M. Kellogg Co., Three Rivers, Mich.



Spring
Glory



White King Alfred

Don't leave a time gap in your early spring flower garden. You need beauty between your Hyacinths and Tulips, so do plant **Narcissi**

Look out your open window on a bright sunny day, in April or May, and see the cheerful Narcissi dancing gently in the breeze. Beautiful, aren't they? But are they yours, or your neighbors?

We furnish only prime size, double-nosed bulbs, that will bloom for you the first year.

Pages 26 and 27 are
Very Interesting
—read them—



King Alfred

KING ALFRED. (Below, left.) Large, graceful golden glowing yellow flowers—a great favorite. PRICES: 2 for 60c; 4 for 96c; 6 for \$1.31; 12 for \$2.34; 18 for \$3.33; 24 for \$4.32.

GODOLPHIN. (Not shown.) Like King Alfred, only far larger and trumpets longer. Pretty fluted edges on the cups. Large blooms, 4½ inches across. Grows 20 inches tall. PRICES: 2 for 55c; 4 for 86c; 6 for \$1.17; 12 for \$2.10; 18 for \$3.03; 24 for \$3.96.

WHITE KING ALFRED. (Above, right.) The beautifully shaped trumpet opens pale lemon which lightens later to pure creamy white. Late. 20 inches tall. PRICES: 2 for 75c; 4 for \$1.19; 6 for \$1.62; 12 for \$2.88; 18 for \$4.14; 24 for \$5.40.

CARLTON. (Not shown.) Far more beautiful than King Alfred and much more prolific. Clear pale yellow perianth with slightly darker yellow trumpet. Edges of cup crinkled. Flowers 4½ inches across. PRICES: 2 for 45c; 4 for 72c; 6 for 99c; 12 for \$1.74; 18 for \$2.49; 24 for \$3.24.

TREVITHIAN. (Not shown.) Sweet and inviting. Glowing yellow similar to Carlton. Blooms 2 to 2½ inches across. Grows 20 inches tall. A bewitching and winsome addition to your Narcissus garden. Fragrant. Tall. PRICES: 2 for 60c; 4 for 96c; 6 for \$1.31; 12 for \$2.34; 18 for \$3.33; 24 for \$4.32.

Every garden should have these stimulating gloom chasers, especially since they do fill in between your Hyacinths and Tulips so beautifully. Order plenty of them. Large, double-nosed bulbs.

THALIA. (Not shown.) Dainty little tea-cup-shaped trumpets; and perky perianth. **Three blooms on each stem!** Color a nice creamy white. Grows 17 inches tall. Petals 3 inches across. A very prolific bloomer. PRICES: 2 for 65c; 4 for \$1.04; 6 for \$1.42; 12 for \$2.52; 18 for \$3.60; 24 for \$4.68.

SPRING GLORY. (Above, left.) This refreshing combination of yellow and white will captivate you and add real beauty to your garden. 20 inches. Large flowers. Midseason. PRICES: 2 for 55c; 4 for 86c; 6 for \$1.17; 12 for \$2.10; 18 for \$3.03; 24 for \$3.96.

L'INNOCENCE. (Not shown.) A sweet Jonquil type. Short, dark yellow cups peeping out from the white perianth. PRICES: 2 for 45c; 4 for 72c; 6 for \$1.00; 12 for \$1.74; 18 for \$2.49; 24 for \$3.24.

Special! Save \$2.43
36 fine, large, double-nosed bulbs for you. You get four of each variety of Narcissi on this page and also Patricia, shown on page 29. Total value of the collection is \$8.38.

SPECIAL PRICE \$5.95

How to Grow Them

It is simply a matter of understanding that Japanese Iris like plenty of fertility, plenty of water, a soil that is slightly acid, and sun. They are not difficult to grow at all if you remember those four things.

TO PREPARE THE SOIL for Japanese Iris, spade it to a depth of about 10 inches, then add plenty of well-rotted material (humus).

And now you can "go to town" with cattle manure, if you know where you can get it. Simply see that the manure is well-rotted, then spade in plenty of it. Remember, that we said these flowers like plenty of fertility.

And, if you think your soil is alkaline, also add considerable quantities of leaf mold or peat moss. These will acidify at the same time that they are adding humus. Work the fertilizer or humus well into the soil, spading it over several times, and you are ready to plant.

To set Japanese Iris, prepare a hole for each considerably wider than the roots, and considerably deeper than their length. Then hold the plant in the hole, with the crown of the plant about one or two inches under the ground level, and fill up with soil. Be sure to press the soil down, to avoid air pockets. This is important in planting any flower.

EXTRA FERTILIZER can now be added, if you wish, on top of the ground, around the plants, but not too close to them. A good commercial fertilizer should be used. Or, you can wait until spring, as commercial fertilizer is usually quick-acting, and may lose its effect if used in the fall.

BEST PLANTING TIME for Japanese Iris is usually early in the fall. Plant as soon as received from the nursery.

Do not use any sweetening material, such as lime, on your soil for Japanese Iris.

FOR WINTER PROTECTION, you can mulch with manure. It will add fertility, which certainly will not be refused by your Japanese Iris, and in fact they will bloom all the better for it. Peat moss is another good fall mulch, as it does tend to acidify, and often makes the soil fertility more digestible to the plant, though in itself it is not a fertilizer.

PLANTING DISTANCE for Japanese Iris is about $1\frac{1}{2}$ to 2 feet.

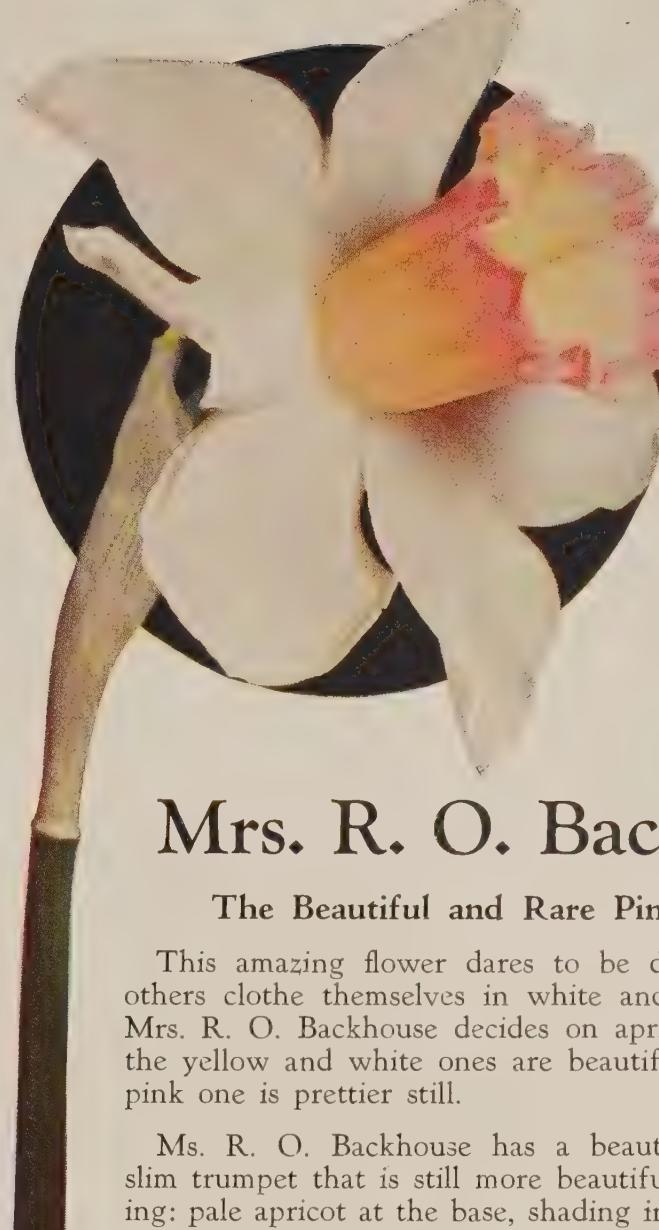
CULTIVATION AND WATERING: With Japanese Iris, you can water, water, water. You can also cultivate. Keep the soil stirred well after each watering or rainfall, to a depth of about 2 inches, waiting only long enough so that the soil will not be gummy and stick to your hoe or other garden tool. Keep weeds down.

At the end of the blooming season, watering is not so important, but there is no reason why it should not be continued. After all, you must develop your roots for the next season's blooms. They can be mulched each fall after the first freeze, with good rich, well-rotted manure, but this is more of a fertilizing process than winter protection, as the Iris are quite hardy and will usually come through.

THEY SHOULD BE DIVIDED every three or four years, depending on how crowded they become.

(How-to-Grow Index—page 22.)

See page 27
for
Extra Plants



This could be a
fairy tale, but
it isn't.

Mrs. R. O. Backhouse

The Beautiful and Rare Pink Narcissus

This amazing flower dares to be different, for where others clothe themselves in white and shades of yellow, Mrs. R. O. Backhouse decides on apricot and pink. Oh, the yellow and white ones are beautiful, we agree, but a pink one is prettier still.

Ms. R. O. Backhouse has a beautifully shaped long, slim trumpet that is still more beautiful for its rare coloring: pale apricot at the base, shading into shell-pink at the delicately ruffled edges, and all framed by a delightfully graceful ivory-white perianth.

The flower is large, and is borne on tall, straight stems. Long-lasting. Blooms with other Narcissi.

PRICES: 1 for 75c; 2 for \$1.35; 3 for \$2.00; 4 for \$2.65; 6 for \$3.95.



Patricia

Gardenia Type

Like the Gardenia in appearance; but far easier to grow, and even more lovely in its abundance of blooms. 40 to 50 milk-white petals—a pure and wholesome beauty. 20 to 24 inches high. Healthy. You may leave the bulbs in the ground year after year and the flowers get progressively better. Good cut flower; beautiful in the garden. **PRICES:** 2 for 50c; 4 for 84c; 5 for \$1.00; 6 for \$1.17; 12 for \$2.15; 18 for \$3.05; 24 for \$3.95.

R. M. Kellogg Co., Three Rivers, Michigan



Perennials for Fall Planting

Perennials

Perennials are plants which remain in the garden year after year; whereas annuals grow from seeds, and are killed by the first frost.

There is nothing difficult about growing perennials. Just give them good soil, and a reasonable amount of care. Nearly all of them require a fertile soil, and nearly all require some sun.

For success with perennials in general, observe the following:

First, prepare the soil well. Work it deeply, and eliminate lumps as completely as possible. Do this to a depth of 10 to 15 inches, and if this brings you down to the non-fertile subsoil, you can greatly increase your chances for outstanding success as follows:

First remove the top soil completely, then spade up the subsoil, and work in well-rotted stable manure, or other well-rotted animal fertilizer. Do not use chicken manure, however. You are now ready to replace your top soil.

It is usually best not to mix manure directly into the top soil, but you will usually benefit it by mixing in peat moss. Peat moss helps retain moisture, prevents baking, and serves as a digestive, helping the plant absorb the fertility already in the soil.

Carnations and Dianthus in general do not like peat moss, or acid soil; therefore, if you are preparing the soil for them, omit the peat moss.

Do not place manure next to the roots. Take your time in planting, and make the opening in the soil large enough and deep enough so that the roots can go straight down, and have room to spread. Do not crowd the roots.

Now press the soil firmly against the roots, using your feet around the plants. This eliminates air pockets, which would cause the roots to dry out, and the plants to die.

After the plants are set, water them thoroughly. And we mean thoroughly. An hour or more once every three or four days is far better than a little sprinkle every day.

WINTER PROTECTION: After you finish planting your perennials in the fall, give them a light mulch. Straw or coarse stable manure is best. Do not use leaves unless you provide some method for keeping them from packing down; otherwise they will smother the plants.

Mulch after the first freeze. Mulching keeps the ground from alternately freezing and thawing, which process is really the cause of winter injury. Plants can stand rather severe cold, if the ground does not heave.

The foregoing instructions will be all you need now for setting perennials. If you send us an order for plants this fall, you will receive our spring book, "Kellogg's Famous Flowers and How to Grow Them," which will give you instructions from then on.

Azaleamums and Other Mums

These require a rich, well-drained soil, and we urge you to **prepare the soil well.** Also be sure to prepare a large enough area, as the plants must have room to spread underground, and make the large, bushy plants that you expect of Azaleamums. We really recommend an area of at least 2½ feet across for each Azaleamum plant. Prepare it to a depth of 10 to 15 inches, as just indicated for perennials in general.

We supply field-grown Azaleamums plants in the fall. In planting them, spread the roots well. New growth comes from stolons (runners), and the new growth starts more easily if the roots are spread. Set the plants at least two feet apart.

Do not go into the subsoil in preparing for the plants, unless you take it up separately and mix in stable manure as indicated for perennials in general. Then replace it before replacing the top soil.

After the plants are set, firm the soil well with pressure of the feet around the plants, to eliminate air pockets. This is important. Note: We supply Azaleamums plants with tops removed in the fall. The tops are not necessary, and you will really have better success in planting, without them.

PROPER SOIL: Azaleamums like any good, slightly acid garden soil. They do like drainage, and generous quantities of humus. If drainage is lacking, it can be supplied in the same manner as for Tulips, by first digging up the soil, then adding a layer of coarse sand, then replacing the soil on top of the sand. If you add peat moss, you also help supply drainage, as it makes the soil more porous.

If you do provide drainage as above outlined, it would be a good thing to put a layer of well-rotted stable manure in the bottom of the hole before adding the layer of sand, as outlined for Tulips. In that case, you will have to dig the hole deeper, to allow for the extra layer of manure and sand. Always see that you separate the manure from the plants by a layer of sand. Observe that we have said before, do not allow manure to come in contact with the roots.

WHERE TO PLANT: All Mums, including Azaleamums, like sun, and should have it at least six hours per day. Do not plant them in full shade or close to trees. Not only will the trees shade the plants, but they will rob them of fertility and moisture. You can expect no success if you plant under trees.

After your Azaleamums or Mum plants are set, water them in well; then, after the first freeze, mulch them as for perennials. Further details regarding their later care will be given in our spring edition of "Kellogg's Famous Flowers and How to Grow them," sent free to all who order of us this fall.

Hardy Asters

Observe the instructions for planting perennials in general. Give Asters full sun or part shade. They do not like too much fertility, therefore it is best to give them just a good, average garden soil. Plant them 2 feet apart. They require very little care after planting, and insects and diseases seldom bother them.

Hardy Carnations

Kellogg's field-grown Carnations are the best for transplanting in the fall. With proper care they will produce an abundance of flowers the following summer. Plant in rich, well-drained soil, not less than 15 inches apart, and water well. Plant so that the crown is just level with the soil's surface. If the weather is hot, shade the plants for a few days after planting to protect them from the hot sun and wind. **Carnations do not like acid soil, so do not use peat moss or other acid producers.** You may use bone meal. It's good for them.

Double Painted Daisy Buckeye

An exceedingly beautiful variety; rich, dark red coloring. Grows 24 to 30 in. high, spread about 1 foot, lots of flowers. PRICES: 65c each; 2 for \$1.14; 3 for \$1.65.

AQUILEGIA, Crimson Star. Crimson petals, white center. 3 in. across. Grows 1½ to 2 feet tall. May-June.

AQUILEGIA, Scott Elliott. Red, pink, blue, purple, white, yellow, mixed colors. No color choice. May-June. Rows 3 feet. Hardy. Plant 12 to 15 inches apart. Shade or part shade.

BABY'S BREATH (Gypsophila Paniculata). Tiny white flowers; bloom July.

CREEPING BABY'S BREATH. June-July. Six inches high. Pink or white. You choose. Plant 10 to 12 inches apart. Ordinary soil; ordinary moisture; sun or part shade.

CANTERBURY BELLS. Colors: Blue, Rose, Lilac and White.

DOUBLE CANTERBURY BELLS. Even more beautiful than the singles. Produced in masses on tall, 2- to 4-ft. stems. You choose colors: Blue, Rose, Lilac, and White.

GARDEN PINKS (Dianthus Plumarius). Pink, red, or white. Mixed colors only. Bloom nearly all summer. 15 to 18 in. high. Plant 12 to 18 inches apart; non-acid soil; ordinary moisture; sun.

GROUND IVY (Nepeta Mussini). 12 inches. Lavender-blue flowers. Silvery gray foliage. Plant 12 in. Ordinary moisture; ordinary soil; sun or shade.

PAINTED DAISIES (Pyrethrum). Varying shades (red, pink, white, etc.) Mixed colors only. 2 to 3 ft. high. May-June. Plant 12 to 15 in. apart. Good soil; sun or part shade. Prices at far right.

Plant this fall, and they'll be ready to start quick, vigorous growth in the spring.
September in north, October farther south.

Summer Care: During wet seasons, or because of excessive water, Carnations are apt to acquire Leaf Spot or Mildew if you do not take preventive measures. We suggest that you spray at weekly intervals with some good fungicide, such as Bordeaux Mixture. Pick flowers, if you wish, and you will increase the size of the plant and the number of flowers it will produce later. For extra large flowers, disbud, leaving only the main bud on each stem.

Winter Protection: After first heavy freeze, cover with straw or coarse stable manure. Remove mulching material in early spring, about time tree buds open. Carnations do best in open bed or border and in full sunlight. Do not expect good results in shade.

Lilies

Give Lilies a deep, well-drained soil, and dig the soil deep. Further, if possible, replace the sub-soil with rich top soil to which peat moss or sand has been added. This will create a spongy-porous texture and provide drainage. Lilies like shaded roots; therefore, plant them in beds among other perennials.

Plant Lilies deeply, as nearly all kinds send out roots above the bulb as well as below. Seven or eight inches is the correct depth for most varieties but it is always safe to plant to a depth equal to $3\frac{1}{2}$ times the diameter of the bulb. When planting, surround the bulbs with a layer of sand to assure perfect drainage, if you can.

A good insurance against disease is to roll the bulbs in sulfur before planting. Most Lilies are entirely hardy, but it is cheap insurance to mulch well after the ground is frozen in the fall. Well-rotted stable manure is best as it serves the double purpose of protecting the bulbs and fertilizing the soil for the following season. Use straw and remove in spring if manure is not available.

Day Lilies

Beyond well-drained soil, Day Lilies require little attention and will thrive in almost any garden. When planting, dig soil deeply (18 inches) and add well-rotted cow manure. Dig holes deep enough to prevent crowding of roots, and set plants with crown just level with the soil surface. Day Lilies will grow in full sun if soil is rich and moist. Otherwise they do better with part shade.

You may leave Day Lilies undisturbed for several years. When the branches in the crown become crowded and the central part somewhat elevated, break up the plant, to remove the accumulation of dead roots, and then replant. With reasonable care, you may transplant Day Lilies at any time—in early spring before growth starts, or in late summer after the plants cease flowering.

Phlox

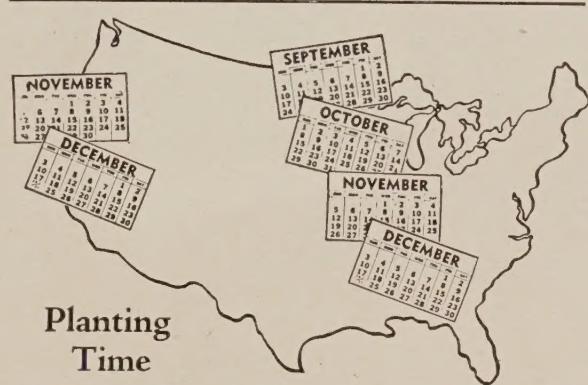
We ship your Phlox to you with most of the top removed. Plant them 18 inches apart in good rich soil. Make opening in soil so roots will go straight down, and press firmly with your feet around the plant, to eliminate air pockets. Plant so crown will be slightly below ground. They require sun, and normal moisture. Mulch after ground is frozen with straw or coarse manure. Spray the plants with some good fungicide, such as Bordeaux Mixture, as soon as new growth starts in the spring. Repeat every 15 to 20 days, until you have given them three or four applications.

Shrubs, Vines, and Ornamentals

Most shrubs, vines and trees are easy to transplant if you use a reasonable amount of care. First, prepare the soil properly, making holes large enough to allow the roots to spread well. Before setting, fill several inches of loose top soil in bottom of hole. This will help roots start growth at once. Place shrub, tree or vine in hole to about the same depth they were when in the nursery. The soil mark can be easily seen on the shrub. Fill hole three-fourths full of soil and tramp earth firmly.

Now water well—yes, well—and allow to settle before filling in remainder of hole. Keep ground level so that rain or irrigation will have easy access to roots.

A mulch of stable manure will serve to retain moisture and at the same time fertilize the plants. This is best left on during summer, if not too deep. When planting, try to visualize the mature plant, spacing far enough to allow for future growth. Shrubs which grow to a height of 2 to 4 feet are usually planted 3 to 4 feet apart, while those growing taller are planted 5 to 6 feet apart. A winter mulch of straw or coarse stable manure should be applied after the ground is frozen.



In general, the farther north you live the earlier you should plant. In the farthest north location, September and October; a little farther south, October and November; farthest south and the Pacific Coast, November and December.

Bulb Planting Scale

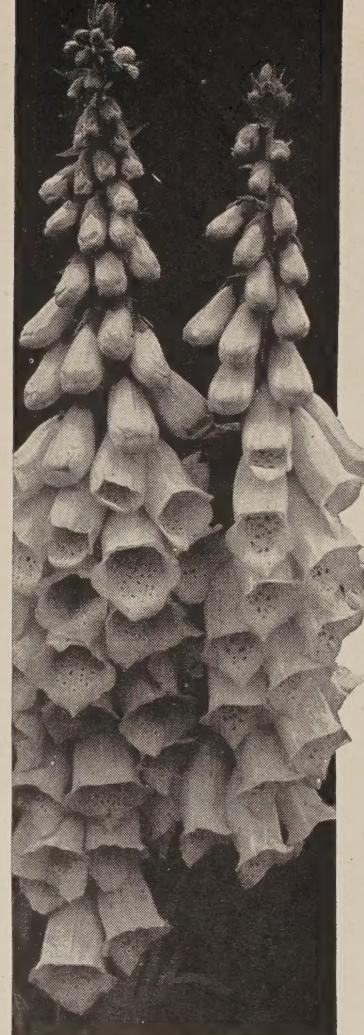
The following planting distance scale, although applying to flowers discussed earlier in this book, is important; for your bulbs live on the soil's fertility, and if planted too closely each must fight its neighbor for its share. Result: poor, stunted flowers.

Never plant closer than the distances given below. You may plant farther apart, if you wish, but not closer. **Planting depths are given for the size bulbs we supply.**

	Distance Apart	Depth
Tulips	4 in.	6 in.
Hyacinths	6 in.	6 in.
Narcissi	6 in.	6 in.
Crocuses	2 in.	3 to 4 in.
Chionodoxa	2 in.	2 to 3 in.
Scilla	2 in.	3 to 4 in.
Snowdrops	2 in.	2 to 3 in.
Grape Hyacinths	2 in.	3 to 4 in.

Of course, you can risk closer planting for mass effects, and be successful the first year, but your bulbs will need lifting and transplanting much oftener if planted so closely.

R. M. Kellogg Co., Three Rivers, Mich.



Foxgloves (Digitalis)

Strong, vertical Shirley Hybrids; wide color range: White, Shell-Pink, Rose, etc. Mixed colors only. Grow 3 to 4 ft. high; spread 8 inches or more. Bloom about July.

PASQUE FLOWER

(Anemone Pulsatilla). Large purple fuzzy blooms, April and May. 9 to 12 inches. Plant 10 in. apart; rich soil; ordinary moisture; shade or part shade.

PRIMROSES. A variety of colors: Red, White, Lavender, and Orchid-Pink. (Hybrids, no color choice). About 6 in. high, like moist soil, semi-shade. Blooms in May and June.

SILVER SPEEDWELL
(Veronica Incana). Blue, 7- to 8-in. spikes. Silvery gray foliage. Grows 12 inches high. Plant 8 in. apart. Field-grown.

SUN ROSE (Helianthemum). Pink, Yellow, White, Orange, Mixed. July to Sept. Grow 8 to 10 in. Dry, sandy soil; full sun.

PRICES: All perennials above and at far left (except Painted Daisy, Buck-eye), 1 for 45c; 2 for 75c; 3 for \$1.05; 4 for \$1.35; 6 for \$1.95; 12 for \$3.75.



Don't Forget to look
on pages 26 and 27.

Kellogg's *Dream O' Beauty* *Tulips*

Thought we had this group at its best last year, but now look! It's better than ever; and it is sure to sell more than ever, so—**ORDER EARLY!**

① **DIDO.** (Cottage.) Beautiful reddish orange; salmon-orange at edges.

② **WILLIAM COPELAND.** (Darwin.) Captivating lavender, clear and bright.

③ **GLACIER.** (Darwin.) Clear frosty; largest white.

④ **PRIDE OF HAARLEM.** (Darwin.) A fuchsia-red beauty. Charming bluish base.

⑤ **GOLDEN HARVEST.** (Cottage.) Radiant and golden.

⑥ **PINK LADY.** (Darwin.) Large, beautiful, striking! Color rose-pink. Pretty!

CITY OF HAARLEM. See page 8.
Also Special at the right.

PRICES, All Varieties Above:
2 for 35c; 4 for 55c; 6 for 75c; 8 for \$1.00;
12 for \$1.35; 18 for \$2.00; 24 for \$2.55.
Also see Special at right.

Special!

8 each of the 6, value \$5.70
12 City of Haarlem (see
page 8), value 1.90

Total Value . . \$7.60

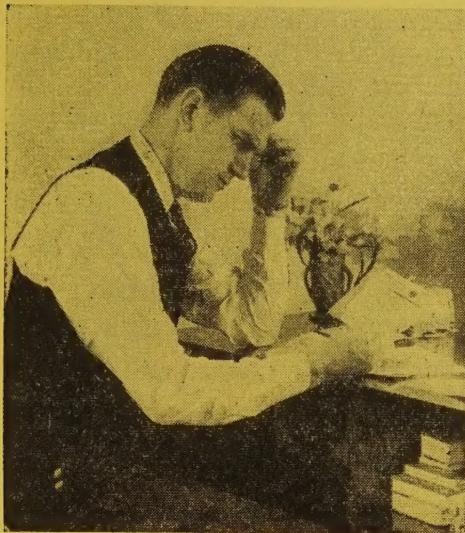
60 Bulbs **SPECIAL PRICE** **\$6.45**

R. M. Kellogg Company ★ Three Rivers, Michigan

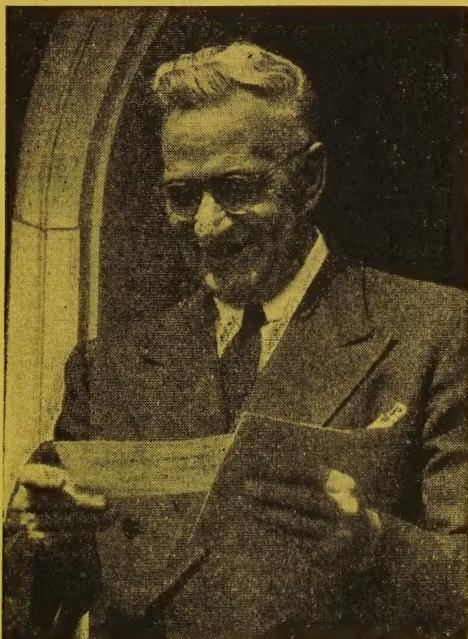
Here's Christmas Shopping Made Easy

To Give Gifts That Please

First find out what your friend or relative would like, then if you give him that, he will be delighted. If he is an enthusiastic gardener, one of our Gift Certificates will please him immensely, particularly if you let him choose what he wants.



This is one way to make up a Christmas list. You fret and stew, fret and stew, and in the end possibly only half your gifts give pleasure.



This is the result of a BETTER WAY. This man, an enthusiastic gardener, has just received one of our fine Christmas Gift Certificates, let's say FROM YOU. He's happy, you're happy, and it was all SO EASY.

Nothing could be better for your garden-loving friends or relatives. No easier way of shopping, and the gift will be more than welcome because . . .

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Simply send us the amount you want to spend—any amount from \$2.50 up—and we will send you the certificate. Give us the name and mail address of your friend or relative, and we send our spring garden catalog in early January. The recipient of the certificate will then send it to us, after receiving the catalog, and we will book the order to be shipped at proper planting time. Simple, isn't it?

Certificates are beautifully printed on special paper, and will be filled in either with dollar and cents value, or with the plants you want sent, if you prefer.

PRICES OF STOCK, when you choose plants, will be those in this book, or next spring's whichever are lower. Should we lower prices, we will refund the difference to you after shipment.

SHIPPING CHARGES are impossible to compute in advance, but if you will add 10% of the amount of the certificate to your remittance, for shipping, we will refund the surplus to you after shipping.

Try this fine plan for Christmas giving.

IMPORTANT: If you choose the plants, select from pages 2, 16, 17, 18, 19, 20, 21, 24, 25, 30 and 31 of this book. All other plants listed here are shipped in the fall only, therefore are not suitable for Christmas giving.

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R. M. Kellogg Company,
Three Rivers, Michigan

Value of Certificate \$_____

Added for shipping \$_____

Please send me gift certificate
made out for

Amount Enclosed \$_____

Write name of person
who is to receive the
Gift Certificate here
so we can send cata-
log in January.

Name _____
Address _____ Zone _____
Town _____ State _____

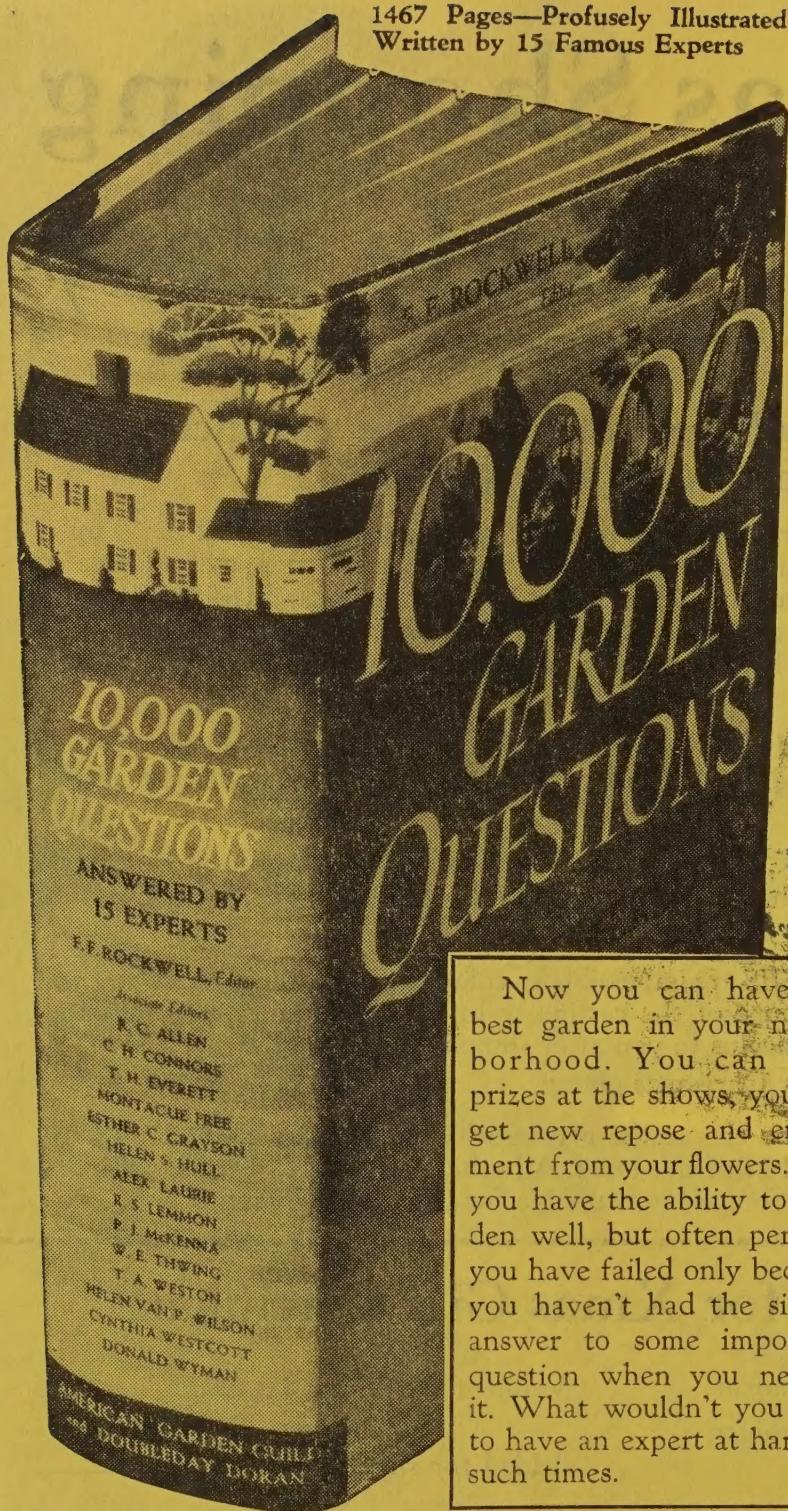
The value of the certificate is to be as indicated at upper right. You are to refund left-over shipping charges to me after shipment.

- Fill in certificate for money value only, so that person named above can select plants wanted.
 I would like certificate filled in for the list of plants on attached sheet.

Please check one
square above, then
write your own name
and address at right.

Name _____
Address _____ Zone _____
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